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**GANDHI INSTITUTE OF ENGINEERING AND TECHNOLOGY UNIVERSITY, ODISHA, GUNUPUR  
(GIET UNIVERSITY)**



Ph.D. (First Semester) Examinations, December – 2024  
**23SPPEMB1012 – Advanced Marketing Management**  
(Management Studies)

Time: 3 hrs

Maximum: 70 Marks

**The figures in the right hand margin indicate marks.**

**Answer ANY FIVE Questions.**

**(14 x 5 = 70 Marks)    Marks**

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|-----|---|----|
| 1   | Discuss the stages of Product Life Cycle with a suitable example.                             | 14 |
| 2.a | Explain in briefly the stages involved in Buying Decision process.                            | 7  |
| b   | Explain brand equity and describe the methods used for measuring.                             | 7  |
| 3   | Discuss the Marketing Strategy for Service Organizations.                                     | 14 |
| 4.a | Explain the Functions of Marketing Research.  | 7  |
| b   | Explain the Market Segmentation Process.  | 7  |
| 5.a | Explain the Process of Marketing Research.  | 7  |
| b   | Describe the required qualities of a youth to become successful Salesman in present scenario. | 7  |
| 6.a | Define Advertising and explain the kinds of Advertising Media.                                | 7  |
| b   | Explain the term new product. Describe the development process.                               | 7  |
| 7.a | Discuss the role of retailers in Global Retail Environment                                    | 7  |
| b   | Discuss the role of Motivation in affecting Buying decisions                                  | 7  |
| 8.a | Write short notes on Green Marketing and Guerrilla Marketing                                  | 7  |
| b   | Give a brief on elements of Marketing Research.   | 7  |

---End of Paper---