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



Ph.D. (Second Semester-Summer) Examinations, May - 2025
23SPPEMB2012 –Research Methods in Marketing Management
(Management)

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.a. | Explain the concept of digital disruption that impacts the transformation of business models and the development of customer-centric value propositions. | 8 |
| b. | Explain how organizations can assemble data-driven marketing systems to improve decision making and identify key components of such systems to enhance marketing effectiveness. | 6 |
| 2. | Discuss the new technologies and methods to gain customer insight. Highlight at least two modern tools or techniques and explain how they contribute to more effective marketing strategies. | 14 |
| 3.a. | “Digital marketing analytics can be applied to optimize marketing efforts across multiple channels and platforms”. Justify the statement. | 7 |
| b. | Discuss on the key steps in forming a strategic alliance to drive business growth. | 7 |
| 4. | Discuss the role of business networks and ecosystems in creating competitive advantage. Explain how firms can leverage partnerships, platforms, and ecosystem thinking to drive innovation and growth. | 14 |
| 5.a. | Explain the concept of co-creating customer value and discuss how businesses can engage customers in the value creation process. | 7 |
| b. | Explain the concept of positioning as developed by Ries and Trout. How can companies use this approach to differentiate their brand in a competitive marketplace? | 7 |
| 6.a. | A consumer electronics company offers a wide range of products, from smartphones to smart TVs. How can you analyse and manage its product mix to improve market performance and profitability? Discuss. | 7 |
| b. | Define the term product mix and explain its key components. How can effective management of the product mix contribute to a company’s overall marketing strategy? | 7 |
| 7. | “A fashion brand is launching a new line of sustainable clothing”. Describe the product decisions and strategies they should consider for positioning the product, pricing, and managing it through the lifecycle. | 14 |
| 8.a. | Explain the concept of the Product Life Cycle (PLC) and its stages. How can businesses use PLC analysis to inform marketing strategies and decision-making? | 7 |
| b. | What are the primary goals of brand positioning, and how do companies achieve them? Discuss. | 7 |

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