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



Ph.D. (First Semester-Winter) Examinations, June - 2025
23WPPEMB1012 -Advanced 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. | What is marketing? Describe its meaningful significance in the modern world of business with appropriate examples. | 8 |
| b. | What is Market Segmentations? Explain the various criteria for a successful market segmentation? | 6 |
| 2. | What is Product Life Cycle? Discuss the stages of PLC of a consumer durable with its strategic implications. | 14 |
| 3.a. | “Marketing Begins and Ends with the Consumer”. Justify the statement with various limitations. | 7 |
| b. | Discuss the Classification of Product. Analyse its impact on consumer behaviour. | 7 |
| 4. | What is new product development? Describe the stages of NPD with appropriate examples. | 14 |
| 5.a. | Define Advertising. Explain the various kinds of Advertising Media in detail. | 7 |
| b. | Explain the concept on resale maintenance. Discuss the pros and cons of resale maintenance. | 7 |
| 6.a. | Explain the Internet Marketing strategies in detail and discuss its limitations. | 7 |
| b. | Explain the concept of Green Marketing? How does it work for a banking service organization? | 7 |
| 7. | Explain the Methods of data Collections. Discuss on the Elements of Marketing Research. | 14 |
| 8.a. | Define consumer behaviour. Discuss the five steps of consumer buying decisions. | 7 |
| b. | What is product management? Explain the various values of product of consumer goods. | 7 |

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