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**Gandhi Institute of Engineering and Technology University, Odisha, Gunupur  
(GIET UNIVERSITY)**



Ph.D. (First Semester-Summer) Examinations, December – 2025  
**23SPPEMB1012 – Subject name Advanced Marketing Management**  
(Management Studies)

Time: 3 hrs

Maximum: 70 Marks

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

<b>Answer ANY FIVE Questions.</b>	<b>(14 x 5 = 70 Marks)</b>	<b>Marks</b>
1.a. Define marketing. Describe the scope and significance of marketing in the modern world of business with appropriate examples.		8
b. Discuss the phases of market segmentation with its appropriateness.		6
2. Explain the concept of product life cycle. Discuss the introduction and maturity stages of a life insurance service.		14
3.a. Discuss on the various concepts of marketing and highlight the role of marketing concepts in this digital age.		7
b. Discuss the Classification of Product. Analyse its impact on consumer behaviour.		7
4. Discuss the concept on new product development. Describe the stages of NPD with appropriate examples.		14
5.a. Define Advertising. Explain the 5 M's of advertising with examples.		7
b. Explain the concept on resale maintenance and execute the merits and demerits of it.		7
6.a. Explain the concept of Internet Marketing Strategies and provide its limitations.		7
b. Explain the concept of Green Marketing. How does it work for a tourism sector?		7
7. Explain the Methods of data Collections. Discuss on the Elements of Marketing Research.		14
8.a. What is consumer behaviour? Discuss the five steps of consumer buying decisions of a consumer durable.		7
b. Define product management and explain the various values of product of consumer goods.		7

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