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



Ph.D. (Second Semester-Summer/Winter) Examinations, April – 2026
**23SPPEMB2012/23WPPEMB2012– 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 various new revenue models (subscription, freemium, platform-based) and their impact on business growth. | 8 |
| b. | Discuss the role of AI and machine learning in marketing research. | 6 |
| 2. | “Digital transformation is essential for business survival.” Justify this statement by discussing its impact on marketing management practices and business growth. | 14 |
| 3.a. | Differentiate between market segmentation and personalization with suitable examples. | 7 |
| b. | Discuss the importance of identifying key marketing moments (touchpoints) in the customer journey. | 7 |
| 4. | “Customer experience is the new competitive advantage.” Critically analyze this statement by explaining how organizations can use design thinking and customer insights to create superior value. | 14 |
| 5.a. | Explain how the mobile revolution has transformed marketing strategies with respect to location-based and frequency-based customer interactions. | 7 |
| b. | Explain the concept of omni-channel marketing and its importance in maintaining consistent brand positioning. | 7 |
| 6.a. | Explain the role of social media in co-creating brand value. | 7 |
| b. | Explain the role of wholesalers and retailers in modern marketing channels. | 7 |
| 7. | Critically analyze different advertising media and their effectiveness in reaching target audiences in the digital age. | 14 |
| 8.a. | Discuss the stages of the Product Life Cycle (PLC) and their implications for marketing strategy. | 7 |
| b. | Explain the concept of pricing in marketing and its importance. | 7 |

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