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GIET UNIVERSITY, GUNUPUR – 765022

Ph.D. (First Semester) Examinations, January – 2024

23SPPEMB1013 / PPEMB1023 – 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
1.a. Explain the evolution of marketing.	7
b. Differentiate between Marketing and Selling.	7
2.a. Discuss segmentation.	7
b. Discuss about positioning strategies.	7
3.a. Explain descriptive marketing research.	7
b. What are HMS and VMS?	7
4.a. Discuss the major channel alternatives	7
b. What is Channel Management? Explain the types and process.	7
5.a. Describe the Marketing Control techniques.	7
b. Explain the Marketing tools & techniques.	7
6.a. Discuss customer relationship management.	7
b. Describe product life cycle.	7
7.a. Discuss the stages of NPD.	7
b. Explain the functions of distribution channel.	7
8.a. Discuss about channel conflict and resolution.	7
b. Explain promotional strategies.	7

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