GIET UNIVERSITY, GUNUPUR – 765022

Ph.D. (Second Semester) Examinations, April – 2024

PPEMB2014 - 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
1.a.	What is data driven marketing? Discuss its model for revenue generations.	7
b.	Discuss the different approaches to customer insights.	7
2.a.	"Design thinking processes is creating the values". Justify the statement.	7
b.	Define segmentation. Discuss the role of segmentation in marketing research.	7
3.a.	How does the digital transformation consider to be leader for customer relations? Discuss.	7
b.	Can we optimize our expenses by using digital marketing tools? Justify it.	7
4.a.	Discuss the brand positioning of an omni-channel product.	7
b.	Describe the growth plan of a newly established start-ups.	7
5.a.	Explain the search, credential, and experience quality of service in detail.	7
b.	How does a firm establish a value proposition? Explain.	7
6.a.	Define social marketing. Discuss the channel management of social marketing activities.	7
b.	What is marketing communication? Make a distinction between advertising and direct marketing with appropriate examples.	7
7.a.	Differentiate between brand positioning and brand equity.	7
b.	What is product mix? Discuss how the product mix strategies will improve the revenue of a firm.	7
8.a.	What do you mean by marketing of services? Discuss the various characteristics of services that differentiate a product from service.	7
b.	Describe the pricing strategies and pricing techniques of a banking industry.	7

---End of Paper---