



BRAINWARE UNIVERSITY

Coursework Examination 2018 – 19 (June 2019)

Programme – Doctor of Philosophy in Management/ Doctor of Philosophy in Commerce

Course Name – Marketing Management

Course Code – PHD-CMMM03 / PHD-MMM03

Time allotted: 4 Hours

Full Marks: 100

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group –A

(Objective Type Questions)

10 x 1 = 10

1. *Answer the following*
 - (i) When brand extension is important?
 - (ii) What is test marketing?
 - (iii) Explain the differences among styles, fashions and fads.
 - (iv) What is augmented product?
 - (v) Mentioned the stages of PLC.
 - (vi) Mention any two strategies to handle channel conflict.
 - (vii) What is the importance of BCG matrix?
 - (viii) What is brand rejuvenation strategy?
 - (ix) What is vertical integration strategy?
 - (x) What is umbrella branding?

Group – B

(Short Answer Type Questions)

6 x 5 = 30

Answer any *six* from the following

2. Describe the different elements of a brand. 5
3. Explain the international market entry strategy. 5
4. What are elements of IMC? 5
5. Identify different bases of segmenting a consumer market. 5
6. What is the role of opinion leader in consumer decision making process? 5
7. What is brand cannibalization? Explain with suitable example. 5
8. Describe the steps involved in personal selling. 5
9. Discuss the brand development strategies marketers use to develop brands. 5

Group – C

(Long Answer Type Questions)

6 x 10 = 60

Answer any *six* from the following

10. Explain the differences between primary and secondary data? When is each appropriate and how are they collected? 3+7
11. Explain the product mix strategies with the help of suitable example. 10
12. Describe the marketing mix strategy at different stages of PLC. 10
13. What factors does a cosmetic company need to consider when designing its marketing channel for a new low priced line of cosmetics? Explain. 10
14. Compare and contrast the different forms of online advertising. What factors should a company consider in deciding among these different forms? 5+5
15. Discuss the possible product strategies used for adapting to a global market. 10
16. Discuss the role and importance of merchandising in retailing. 10
17. Lifestyle studies have shown a positive trend in the attitude that “meal preparation should take as little as possible”. How might this attitude affect the sale of frozen foods like vegetable, meat and fish? 10