



BRAINWARE UNIVERSITY
Ph.D. Course Work Examinations
Programme – Ph. D. in Management
Course Name – Contemporary Issues in Marketing Management
Course Code – PHD-MGMT01A
(Semester – 1)

Time allotted: 4 hrs.

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
(Multiple Choice Type Questions)

1 x 10 = 10

1. Choose the correct alternative from the following :
 - i) In the context of the extended marketing mix (7Ps), recall which element refers to the physical evidence that customers experience when interacting with a service.
 - a People
 - b Price
 - c Process
 - d Physical Evidence
 - ii) Classify marketing research is conducted to:
 - a Increase product prices
 - b Decrease competition
 - c Gather information for marketing decisions
 - d Improve employee satisfaction
 - iii) Identify which of the following is NOT a common difficulty in measurement in marketing research.
 - a Subjectivity
 - b Ambiguity
 - c Reliability
 - d Validity
 - iv) Determine how do retailers play a new role in the marketing equation in the modern retail landscape?
 - a By focusing solely on profits
 - b By acting as intermediaries between manufacturers and consumers
 - c By avoiding e-commerce entirely
 - d By eliminating physical store locations
 - v) In the context of retailing, determine how can market research be used as a tool for understanding markets and consumers?
 - a By setting higher prices for products
 - b By conducting store location analysis
 - c By gathering and analyzing consumer data
 - d By offering discounts on products

Group – C

(Long Answer Type Questions)

10 x6 = 60

Answer the following questions :

8. Explain the significance of understanding the marketing environment for businesses. How can environmental scanning help companies adapt to changing market conditions?
 9. Define service recovery and its significance in service marketing and also mention the steps involved in an effective service recovery process and how it can turn dissatisfied customers into loyal advocates.
 10. Discuss the difficulties and challenges often encountered in the measurement of marketing variables. Provide examples of situations where measurement difficulties can arise and their potential consequences.
 11. Express the various methods and data sources used in demand forecasting. What are the advantages and limitations of quantitative and qualitative approaches to demand forecasting?
 12. Analyze the current state of the Indian retail sector and provide insights into its future prospects, considering factors such as e-commerce, government policies, and consumer behavior.
 13. Assess the concept of holistic marketing and its components, including relationship marketing, integrated marketing, and internal marketing. How does holistic marketing contribute to building strong customer relationships?
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