By conducting store location analysis

By offering discounts on products



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 gi

1.

i)

ii)

iii)

iv)

v)

a By setting higher prices for products

c By gathering and analyzing consumer data

	their own words as far as practicable.]	answers in
	Crown	
Group –A		
	(Multiple Choice Type Questions) $1 \times 10 = 10$	
	Choose the correct alternative from the following:	
In the context of the extended marketing mix (7Ps), recall which element refers to the previdence that customers experience when interacting with a service.		o the physical
	a People b Price	
	c Process d Physical Evidence	
	Classify marketing research is conducted to:	
	a Increase product prices b Decrease competition	
	c Gather information for marketing decisions d Improve employee satisfactions	etion
	Identify which of the following is NOT a common difficulty in measurement in marketing research	
	a Subjectivity b Ambiguity	i marketing research
	c Reliability d Validity	
	Determine how do retailers play a new role in the marketing equation in the molandscape?	odern retail
	a By focusing solely on profits b By acting as intermediari	es between
	c By avoiding e-commerce entirely manufacturers and consumant by a by eliminating physical states.	mers store locations
In the context of retailing, determine how can market research be used as a tool for unmarkets and consumers?		

b

d

- Holistic Marketing involves considering which of the following aspects of business simultaneously? vi)
 - a Only financial performance

- Only customer satisfaction
- c All aspects of marketing and business activities
- d Only product quality
- Select which of the following is an example of Event Marketing? vii)
 - a Running online pay-per-click ads
- Hosting a product launch party
- c Sending promotional emails
- Printing brochures d
- Select what is the primary purpose of a Marketing Information System (MIS)? viii)
 - a To conduct market research

- To analyze competitors' products
- c To gather and manage marketing data for decision-making
- d To create advertising campaigns
- In the face of increasing consumer demands for sustainability, choose what challenge do marketers ix)
 - a Ignoring environmental concerns
- b Overemphasizing product quality
- c Balancing profit and environmental responsibility
- Reducing product innovation d
- Choose what is a common challenge in today's marketing landscape driven by digital technology? X)
 - a Lack of competitors

- Limited customer data availability
- c Difficulty in reaching a global audience
- Over-reliance on traditional marketing channels d

Group - B

(Short Answer Type Questions)

 $5 \times 6 = 30$

Answer the following questions:

- 2. Describe how has technology influenced modern marketing approaches?
- Discuss with examples of external factors that can affect a company's marketing 3. environment.
- Classify different role PESTEL analysis play in understanding the market environment. 4.
- 5. Explain the concept of the extended marketing mix (7Ps)
- Assess how the knowledge gap relates to understanding customer expectations with 6.
- 7. Justify the challenges and risks associated with green marketing.

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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?
