

Ph.D Course Work Examination July-2023

MANAGEMENT

Course-IV:4.3 Marketing Management

Time: 3 Hours

Max. Marks: 70

Answer any FIVE of the following questions. Each question carries 14 Marks (5x14=70)

1. a. Define Consumer Behaviour? 2 Marks
b. Comment on the role of Psychology and Economics in influencing Consumer Behaviour? 12 Marks
2. a. Differentiate between Tangibility and Intangibility? 2 Marks
b. Discuss the growth of online service in India in recent past? 12 Marks
3. a. What do you mean by Channel Conflicts? 2 Marks
b. Describe the Channel Management Decisions in the digital age? 12 Marks
4. a. What is Brand Equity? 2 Marks
b. Comment on Product Life Cycles in Digital Age? 12 Marks
5. a. Who are Retailers? 2 Marks
b. Highlight the different retail formats in India? 12 Marks
6. a. Define Heuristics? 2 Marks
b. Comment on Service Classification? 12 Marks
7. a. List the factors influencing purchase decisions? 2 Marks
b. Why New Products fail and who is responsible for the failure? 12 Marks
8. a. What do you mean by online Channel? 2 Marks
b. Discuss the various challenges in channel decisions? 12 Marks
