

JK Lakshmipat University Jaipur
INSTITUTE OF MANAGEMENT
End Term Examination, November 2024
PhD, Semester-2

Roll No.....

MA2221: Specialized Topics in Marketing

Time: 2 hours

Max. Marks: 30

Instructions to students:

1. Do not write anything other than your roll number on question paper
2. Mention all the assumptions for your answers clearly

Q. 1.1	Illustrate the differences between B2B & B2C Marketing?	2.0 LO1,3
Q.1.2	Buying behavior in B2B segment is very formal? Justify various stages involved in your Business buying process.	4.0 LO1,3
Q. 2.1	Define Brand Positioning & describe the various ways of choosing PODs.	3.0 LO1,2
Q. 2.2	Pick a brand. Identify all its brand elements and assess their ability to contribute to brand equity?	3.0 LO1,2
Q. 3.1	Identify and discuss the different marketing philosophies that are likely to be more effective to a firm in its marketing activities in shifting the focus towards sustainable marketing. Discuss the importance of sustainable Marketing.	6.0 LO1,3
Q. 4.1	Sharpedge is a company making razor blades. They want to enter the market in Jaipur and Rajasthan. Harish Malhotra, their marketing manager, is of the opinion that razor blades need selective distribution by a direct company distribution network. Discuss the merits of this suggestion and give the right direction to Harish.	6.0 LO1,3
Q. 5.1	What is Retailing? How does the use of technology enhance the efficiency of retail business?	3.0 LO1,3
Q5.2	You want to open a retail store in your area and are in the process of finalization of the store layout. Elaborate on the principles for deciding the layout for this retail outlet.	3.0 LO1,3

All the best!