

**POST GRADUATE DIPLOMA IN GLOBAL
BUSINESS LEADERSHIP (PGDGBL)**

Term-End Examination

December, 2012

**MGB-002 : MARKETING ANALYSIS FOR
BUSINESS DECISIONS**

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions.

All questions carry equal marks.

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1. (a) What is marketing mix ? Discuss in detail the elements of marketing mix. **10**
 - (b) What are the Micro environmental forces ? **10**
 2. There is always a gap between value promise and value deliver, which leads to consumer dissatisfaction. Find out ten reasons of consumer dissatisfaction in financial services. **20**
 3. Discuss in detail various pricing strategies useful for : **20**
 - (a) Cars and
 - (b) Toilet soaps
 4. Explain the process of designing promotional campaign for B2B market. **20**

5. What is brand positioning ? Explain positioning strategies with examples. 20
6. Discuss the distribution alternatives available to a firm producing premium cosmetics. 20
7. What types of consumer response should the marketer aim at in the communication strategies for the following : 20
- (a) Life Insurance
 - (b) Cellular phones
 - (c) Personal computers
8. What is Integrated Marketing Communication (IMC) ? What are the challenges in designing IMC? 20
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