

MANAGEMENT PROGRAMME

Term-End Examination

December, 2014

MS-6 : MARKETING FOR MANAGERS

04769

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

Note : (i) *Attempt any three questions from Section-A.*

(ii) *Section-B is compulsory.*

(iii) *All questions carry equal marks.*

SECTION - A

1. (a) What is Social Marketing ? Explain the social marketing process by taking the example of 'developing favourable attitudes towards organ donation'.
(b) Explain the following services marketing mix elements with the help of examples :
 - (i) People
 - (ii) Physical Evidence
2. (a) What is market segmentation ? How is it different from product differentiation ? Discuss the segmentation bases that you will consider to segment the market for cellular phones.
(b) Explain the scope of marketing research giving suitable examples.
3. (a) How does Family Life Cycle affect the buying patterns ? Explain giving examples.

- (b) Briefly explain the various elements of 'Promotion Mix'. How would the Promotion Mix for a fast moving consumer good differ from that of an industrial product ? Discuss.
4. Write short notes on **any three** of the following :
- (a) Product Life Cycle
 - (b) Sales promotion methods
 - (c) Matrix organisation
 - (d) Pricing methods
 - (e) Differences in cyber marketing and conventional marketing.

SECTION - B

5. A company intends to enter the 'biscuits market' in India. Towards this end it has conducted a market research, which has resulted in the following findings :
- India's biscuit industry, the third largest in the world, is witnessing a major shift towards 'premiumisation' as consumer preferences change, fuelled by increasing disposable incomes in smaller towns and health awareness.
 - People with lower incomes are also upgrading from the 'affordable' glucose biscuits to mass cream biscuits and mass cookies.
 - The biscuit industry, which consists of economy, middle, premium and super-premium segments is likely to grow at 20% annually in the next few years. The premium and super-premium segments, according to industry experts, are believed to be growing at much faster rate, probably more than 30% on a year-on-year basis.

- Currently, economy and middle segments comprise about 70% of the total biscuit market in India. In the next five years, the share of these segments would come down to 60%.
 - Competition in the economy segment is extremely difficult
 - People prefer not just 'affordable delight' but seek specific benefits in food products, including health needs.
 - Health and convenience are primary drivers of food consumption - with the health need being very key.
- (a) Suggest a suitable marketing strategy to the company for entering the biscuits market.
- (b) Discuss the importance of packaging in the marketing of biscuits.
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