

MANAGEMENT PROGRAMME

Term-End Examination

December, 2017

00269

MS-06(S) : MARKETING FOR MANAGERS

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

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- Note :** (i) Attempt any **three** questions from Section A.
(ii) Section B is **compulsory**.
(iii) All questions carry equal marks.
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SECTION A

1. (a) What is a Product ? Discuss the various types of consumer products, giving suitable examples.
(b) How does a firm set up a Marketing Plan ? Discuss with a suitable example.
2. Explain the concept of Product Life Cycle. Why is it essential for marketers to closely monitor and control the elements of marketing mix during the various phases of its life cycle ? Explain with an FMCG product of your choice.

3. (a) What is Psychographic Segmentation ?
What are the product categories where you think it would be suitable ? Illustrate with an example.
- (b) Explain related and unrelated diversification strategies. What are the reasons which make firms undertake related diversification ? Discuss.
4. Write short notes on any *three* of the following :
- (a) Physical Evidence
 - (b) Principles of Designing an Organisation
 - (c) Social Class
 - (d) Pricing of Industrial Goods
 - (e) Opinion Leaders

SECTION B

5. (a) What steps do you go through when you decide to buy a product or service ? How do these steps vary in the following situations ?
- (i) Health drink for the family
 - (ii) Seeking services of a Dentist
- (b) A high-tech firm has just developed a new technology to correct bad vision without surgery or contact lenses. The firm needs to estimate the demand for such a service.

Would you use Primary or Secondary data or a combination of the two for demand estimation ? Discuss.
