

04081

**MANAGEMENT PROGRAMME**

**Term-End Examination**

**December, 2017**

**MS-006 : MARKETING FOR MANAGERS**

*Time : 3 hours*

*Maximum Marks : 100*

*(Weightage 70%)*

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- Note :** (i) *Answer 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) Discuss the distinguishing characteristics of services which make them different from goods. Illustrate with examples.  
(b) What are the major considerations involved while designing marketing organisation structure ? Discuss by taking the example of any organisation of your choice.
  
2. (a) Explain how the Marketing Mix has to be changed during the different stages of the Product Life Cycle. Illustrate with a suitable example.  
(b) Primary data is often collected for marketing decisions despite secondary data being available in abundance. Elaborate.

3. Explain the various pricing methods used by the marketers, giving suitable examples.
4. Write short notes on **any three** of the following :
  - (a) Concept of a market
  - (b) Reference groups as a determinant of consumer behaviour
  - (c) Product line decisions
  - (d) Methods of sales forecasting
  - (e) Training of sales personnel

### SECTION - B

5. A rapidly growing Indian Ayurved FMCG company with 'Kalanjali' brand across all its product categories that stands for everything indigenous. The company now plans to foray into Apparels (Jeans) category which seems to be a noncore and unrelated diversification move made by the management.

The Indian clothing industry is highly complex, diversified, and competitive in nature. These characteristics are much more visible in Jeans category where MNC's have a strong presence and dominance. The denim market in India was estimated to be worth ₹ 17,661 crores in 2015. Yet Indian brands are also visible and have presence both from the organised as well as unorganised players. The price for denim ranges from less than ₹ 500 for unbranded jeans to over ₹ 5,000 for high-end brands. The price point preference depends upon the demographics and economic background of the customer. The average selling price of jeans for masses approximately in the ₹ 800 - 1,000 range.

The local jeans brands contribute to approximately 25 percent of the overall brand landscape, However, a lot of denim jeans business is taken care of in an unorganized manner through various selling and distribution channels.

**Questions :**

- (a) Suggest a suitable brand name for the Jeans to be introduced by the company. What can be various ways to position this product in the target market.
  - (b) Recommend the selection of channels of distribution for the Jeans brand for its northern market so as to compete both with organized as well as the unorganized Indian players.
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