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MANAGEMENT PROGRAMME (MP)

Term-End Examination

December, 2021

MS-6 : MARKETING FOR MANAGERS

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

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

(ii) Section B is **compulsory**.

(iii) All questions carry equal marks.

Section—A

1. (a) What is the difference between Market Segmentation and Product Differentiation ? Explain with the help of examples.

(b) Using the product (goods)—service continuum, explain how a service is different from a product. What are its marketing implications ?

2. (a) With the help of suitable examples, explain the various types of purchase decision behaviour.

(b) “People do not buy a product. They buy benefits.” Do you agree with the statement ? Discuss giving suitable examples.

3. (a) Do you consider packaging to be of identical importance in marketing of consumer and industrial products ? Discuss with the help of examples.

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- (b) What do you understand by the term 'Sales Promotion' ? Suggest suitable sales promotion methods to a marketer of FMCG products who wants to encourage product trials of the newly launched biscuits.
4. Write short notes on any *three* of the following :
- (a) Marketing Research Procedure
 - (b) Determinants of the Promotion Mix
 - (c) Marginal Cost Pricing
 - (d) Training of Sales Personnel
 - (e) Limitations of Cyber Marketing

Section—B

5. (a) Discuss the life cycle of a product in terms of its probable impact on a manufacturer's marketing mix. Illustrate taking the example of any product of your choice.

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- (b) Briefly explain the advantages and disadvantages of branding. Suggest a suitable brand name for a new herbal toothpaste to be launched in India. Justify your choice.

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