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MANAGEMENT PROGRAMME

Term-End Examination

June, 2017

MS-006 : 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) Briefly explain the elements of Marketing Mix by taking an example of any consumer durable of your choice.
(b) Discuss the relevance of Marketing function in an emerging and developing country like India.

2. (a) Discuss the Marketing Strategies that may be used at the introduction and maturity stage of the product life cycle by taking one example each from an FMCG and a consumer durable of your choice.
(b) Discuss the importance of consumer behaviour for Marketers.

3. (a) Comment on the importance of Branding in Marketing. What are its benefits to consumers and Marketers ? Discuss.
- (b) What are the different types of consumer sales promotion ? Illustrate with examples.

4. Write short notes on **any three** of the following :
 - (a) Importance of channels of distribution
 - (b) Market centred organisation
 - (c) Generation of New product ideas
 - (d) Marginal cost pricing - Advantages and limitations
 - (e) Co-operative stores - Advantages and Weaknesses

SECTION - B

5. The need for personal transportation, the aspiration and desire to own a car, the rise in disposable income and many other factors generally drive the small car segment business in India. Taking a cue all major automobile companies on a continuous basis monitor this segment by innovating their models as per customers' needs and preferences and offer a range of models/variants catering to different target market segments so that the customer gets a choice to decide upon based on the economic status and affordability. In their pursuit the companies do try and make all attempts to stretch the PLC of their offering in order to capture major market share and enjoy leadership position in the category.

Looking at the perennial demand for the category and high consumer motivation a leading Global automobile major had introduced 800 C.C small cars in 2015 which was an instant hit and was well accepted in the market for its revolutionary design and pricing strategy. The company has delivered more than 80,000 cars in a span of eleven months and still the car is attracting considerable bookings. Having enjoyed the success of the small car the company has now introduced another model built on the same platform with similar specifications but with a higher engine capacity of 1000 C.C with an automatic transmission option.

Questions :

- (a) As a Marketing manager suggest a suitable Segmentation, Targeting and Positioning strategy for the new model.
 - (b) What promotion mix strategy would you recommend for both 800 C.C and 1000 C.C cars respectively ?
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