

00475

MANAGEMENT PROGRAMME

Term-End Examination

June, 2018

MS-006 : MARKETING FOR MANAGERS

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 Marketing ? How do marketers create value for a product ? Explain with suitable examples.
- (b) Choose a product or a service that you use everyday. Describe its marketing mix elements.

2. (a) Why it is essential for marketers to continuously access and scan data on Indian consumers in pursuit of designing and developing suitable market plans ? Explain by taking an example of your choice.
- (b) What is a product mix ? Illustrate with suitable example.

3. (a) How does a product's brand name and packaging contribute to a firm's marketing strategy? Discuss.
- (b) Explain the objectives of pricing. What factors are used in setting prices? Explain with an example.

4. Write short notes on **any three** of the following :
 - (a) Matrix organisation
 - (b) Options in the decline stage of PLC
 - (c) Regulatory role of the government
 - (d) Objectives of sales promotion
 - (e) Publicity

SECTION - B

5. Assuming yourself in the position of an Entrepreneur who is having a product - herbal toothpaste.
 - (a) Briefly describe the product.
 - (b) Develop the segmentation, targeting and positioning strategy for marketing this product.
 - (c) Explain the characteristics of the target market and why the same is attractive?
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