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MS-06

MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 2023

MS-06 : MARKETING FOR MANAGERS

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : (i) Attempt any **three** questions from Section A. Each question carries 20 marks.

(ii) Section B is **compulsory** and carries 40 marks.

Section—A

1. (a) Explain the concept of service. Why people, physical evidence and process are integral to marketing of every service offering ? Illustrate.
- (b) How does the product life cycle influence the marketing mix decisions ? Discuss.

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2. (a) When and why personal selling is more effective than other methods of promotion ?
Explain with an example.
- (b) Describe packaging. Explain its functions and advantages in influencing consumer buying decisions.
3. (a) With the help of four sets of variables, discuss the Howard-Sheth model to explain the buyer decision process.
- (b) Explain the challenges both internal and external faced by Indian firms while pricing the products.
4. Write short notes on any **three** of the following :
 - (a) New product development
 - (b) Perceptual mapping technique
 - (c) Diversification
 - (d) Principle of designing an organisation
 - (e) Pricing of industrial goods

Section—B**5. FMCG player expanding Ayurvedic oral care portfolio with ‘pulling oil’**

One of the major FMCG players has decided to expand its oral care portfolio with the launch of pulling oil, thereby, foraying in the mouthwash category with the launch of Red Pulling Oil. This product which is based on a process defined in Ayurvedic scriptures serves as an oil-based oral detox remedy. Oil pulling is an ancient method of swishing oil in the mouth for a few minutes as an oral detox therapy. Previously, the mouthwash category was dominated by alcohol-based mouthwash products.

The Head of Marketing of the company in a statement said, “Red Pulling Oil is an Ayurvedic mouthwash which contains Natural Oils and Herbs with no alcohol. Backed by our 136-year old heritage and knowledge of Ayurveda, the company has launched this breakthrough innovation to improve overall oral health”. Developed after extensive

research, it is a known daily therapy for both oral overall wellness of teeth and gums.

Questions :

- (i) Discuss the segmentation variables you will consider to segment the firm's new Ayurvedic formulation. List out the key benefits of segmentation, considering the product on case.
- (ii) Who would possibly be the target market for the new offering ? Suggest marketing mix elements emphasizing on pricing, promotion and distribution aspects.
- (iii) What different types of packaging options would you consider and why ?