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MS-06

MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 2024

MS-06 : 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 question carry equal marks.

Section—A

1. (a) Discuss the role, scope and importance of marketing function in an FMCG company.
- (b) How important are the three additions to the elements of marketing mix with reference to services marketing ? Explain with an example.

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2. (a) Explain the terms :
 - (i) Concept of a market
 - (ii) Concept of a segment
- (b) “One of the major psychological factors that influences consumer buying behaviour is Perception.” Discuss the above statement by taking an example of your choice.
3. (a) Discuss the key determinants of pricing and their role in deciding on the pricing method.
- (b) What are the steps to be followed for a successful sales promotion program ?
4. Write short notes on any *three* of the following :
 - (a) Principle of designing a marketing organization
 - (b) Problems of conducting marketing research
 - (c) Branding advantages and disadvantages
 - (d) Elements of Promotion mix
 - (e) Merits and demerits of cooperative stores

Section—B

Wipro Ltd. is one of the country's Indian multinational corporations established way back in 1940's. This Indian conglomerate has now announced its foray into packaged food business.

With this new business in pipeline the company aspires to be a "significant player" in the snack food, spices and ready-to-eat market, which is already being catered by top leading players both in the organized as well as unorganized sectors.

The decision to enter packaged food business would complement with the existing category in personal care, thus building a complete offering in the FMCG space in India. The company has a strong presence in their personal category business.

Questions :

- (a) Suggest marketing mix elements emphasizing on product, pricing, promotion and distribution aspects.

- (b) What should be the criteria for selecting outlets for a packaged food category ?
- (c) Do you think a brand ambassador for such a product category is called for ? Why or why not ? Substantiate.