

00372

**POST GRADUATE DIPLOMA IN GLOBAL  
BUSINESS LEADERSHIP (PGDGBL)**

**Term-End Examination**

**December, 2010**

**MGB-002 : MARKETING ANALYSIS FOR  
BUSINESS DECISIONS**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Answer any five questions . All questions carry equal marks.*

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1. (a) Explain the concept of marketing. How is it different from the selling concept ? Explain with the help of suitable example. 10
- (b) What are the basic elements of marketing - mix in terms of products as well as services ? Explain briefly with the help of suitable examples. 10
2. What are the different characteristics of services ? Illustrate with the help of an example. 20
3. (a) Define Market - Centred Organisation. Write the advantages and disadvantages of a matrix organisation. 10
- (b) Explain the different considerations involved in designing a marketing organisation. 10

4. Explain the relevance of marketing research in understanding and satisfying the consumer requirements with the help of an example. Also explain the different stages in the marketing research process. 20
  
5. (a) Define 'product' and explain how products are classified, with the help of a suitable example ? 10  
(b) What do you mean by Product diversification ? Distinguish between related and unrelated diversification. 10
  
6. Explain the Product - Life Cycle (PLC) concept with the help of an example. How marketing strategies differ in each stage of the PLC ? 20
  
7. (a) , What is a brand ? What are the advantages and disadvantages of branding ? 10  
(b) What is the criteria used in selecting a brand ? Explain Family brand and individual brand. 10
  
8. What are the determinants of Pricing ? Explain marginal Cost Pricing, its advantages and limitations. 20