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

Term-End Examination

December, 2011

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

Time : 3 hours

Maximum Marks : 100

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

1. Marketing as a business orientation is different from other business orientations/concepts. Explain each of the other business orientations/concepts and discuss the differences.
2. Business environment scanning is important for a firm to succeed in the business. Do you agree with this statement ? Write a brief case of a company which has managed to prosper and grow because of its timely responses to environmental developments.
3. Business or industrial markets differ from consumer markets. Identify two major differences between these two markets and explain their effects on the marketing process taking examples from the contemporary Indian business scene.

4. What do you understand by convenience, shopping and specialty goods ? How does marketing differ in each of these classes of goods ?
5. One of the stages of new product development process is concept development. What do you understand by concept development ? Illustrate with the help of a real life example.
6. Is there any difference between a product and a brand ? Explain how is a brand different from a good. Why is there a pressure on marketers to develop brands in the present day marketing environment ?
7. What are the components of communication mix ? Critically evaluate the merits and demerits of each of the tools of communication.
8. What are the differences between pull and push strategies ? Give examples of firms which use pull and push strategies ?
9. Identify a product which is in the maturity stage of its life cycle ? What are the recommended strategies to deal effectively with product maturity ?
10. Broadly a firm has to make a choice between two pricing strategies: Skimming and penetration. When is price skimming as a strategy recommended ?
