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

**Term-End Examination
December, 2011**

**MGBE-009 : STRATEGIC MARKETING FOR
BUSINESS GROWTH**

Time : 3 hours

Maximum Marks : 100

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

1. (a) Explain development of product concept. 10
(b) Differentiate between a 'drop error' and a 'go error'. 10

2. Through what stages do you pass while you purchase a new product ? 20

3. (a) Discuss the different objectives of setting prices. 10
(b) How are pricing decisions made compatible with the product mix decisions ? 10

4. How does channel conflict affect the overall effectiveness of marketing efforts ? 20

5. "Sales promotion need not go with advertising but should follow it". Comment. 20
6. (a) On what basis a product can be differentiated ? Explain with examples. 10
10
(b) Why is positioning required ?
7. Differentiate marketing of goods from services. 20
8. Write short notes on the following : 10+10=20
(a) Service Gaps.
(b) Service Recovery.
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