

MANAGEMENT PROGRAMME

Term-End Examination

December, 2016

00331

MS-6(S) : 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 questions carry equal marks.
-

SECTION A

1. (a) Distinguish the term 'Market' from the term 'Marketing' and discuss their importance in the exchange process giving a suitable example.
- (b) Enumerate the elements of marketing mix for services and briefly explain each of these elements by taking an example of any service offering of your choice.
2. (a) Suggest and justify suitable segmentation basis for the following products :
 - (i) Premium SUV
 - (ii) Packaged fruit juice
- (b) What is a marketing organisation ? Briefly discuss the changing role/evolution of marketing organisation in the Indian context.

- 3. (a) Define marketing research. Discuss its purpose and scope for the enterprise, giving suitable examples.**
- (b) Explain briefly the concept of Product Life Cycle (PLC). To what extent does managing and monitoring PLC help enable in achieving the marketing objectives of the firm ? Elaborate with a suitable example.**
- 4. Write short notes on any *four* of the following :**
- (a) Role of Pricing in Marketing Mix**
 - (b) Cyber Marketing**
 - (c) Howard-Sheth Model of Consumer Behaviour**
 - (d) Product Line Decisions**
 - (e) Approaches to Sales Forecasting**

SECTION B

5. (a) Examine the current competitive environment in the Indian market for the following products and indicate briefly the possible pricing strategies that you would recommend for the following (attempt any *two*):
- (i) Mobile telecom services
 - (ii) Writing instrument (Ink pen)
 - (iii) LED T.V.
- (b) Compare and contrast the role of packaging in marketing of industrial products and consumer products, giving suitable examples.
-