

MANAGEMENT PROGRAMME

Term-End Examination

December, 2016

MS-006 : 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) Highlight the marketing mix elements of a Three Star Hotel.
(b) How does marketing help the agriculture sector of an economy ? Discuss.
2. (a) Examine the applications of marketing research in India.
(b) Discuss the emerging trends of Indian consumers market.
3. (a) Explain the functions of packaging taking the examples of :
(i) Shampoo (ii) Fruit juice
(b) Elaborate the marketing mix strategies in view of product life cycle stages.

4. Write short notes on **any three** of the following :
- (a) Personal selling
 - (b) Bases for Segmentation
 - (c) Sales Forecasting Methods
 - (d) Channels of distribution
 - (e) Types of purchase decision behaviour

SECTION - B

5. Computers Ltd. is diversifying from computers manufacturing to Smartphone business. Answer the following questions in this context :
- (a) What will be product mix strategy ?
 - (b) Suggest suitable distribution channels.
 - (c) Develop a promotional strategy for smartphones targeted at youth.
-