

**MANAGEMENT PROGRAMME**

**Term-End Examination**

03463

**December, 2018**

**MS-006 : MARKETING FOR MANAGERS**

*Time : 3 hours*

*Maximum Marks : 100  
(Weightage 70%)*

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**Note :** Answer any *three* questions for Section A.  
Section B is **compulsory**. All questions carry equal marks.

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**SECTION A**

1. (a) What do you understand by the term 'Marketing Mix' ? Discuss the marketing strategies that vary during the different stages of the product life cycle, giving suitable examples.
- (b) Name the three additional Marketing Mix elements in Services Marketing and explain their relevance and significance with suitable examples.

2. (a) In spite of secondary data available in abundance, yet every manager tends to rely on the collection of primary data for marketing decisions. Discuss with a suitable example.
- (b) What do you understand by the term 'Buyer Decision Process' ? Explain the various types of purchase decisions with examples.
3. (a) For the below mentioned products/services, should the seller adopt a Market Skimming or a Market Penetration Pricing Strategy ? Explain your decision in each instance.
- (i) Handicrafts
- (ii) Internet/Broadband services
- (b) What are the elements of promotion mix ? Discuss the relative advantages and disadvantages of each of them.
4. Write short notes on any **three** of the following :
- (a) Benefits and Doubts about Segmentation
- (b) Principles of Designing Marketing Organisation
- (c) A Model of Consumer Behaviour
- (d) Packaging and its Functions
- (e) Approaches to Sales Forecasting

## SECTION B

5. As a marketing manager of a mid-sized fast growing consumer durable company, you have been advised by the top management to generate new product ideas for a range of home appliances specifically targeted at working women across the entire country.
- (a) What methods would you consider for generating new product ideas and why?
  - (b) Propose and justify a brand name in line with the target market.
  - (c) Suggest an appropriate marketing strategy for its launch.
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