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MS-06

MANAGEMENT PROGRAMME (MP)

Term-End Examination

December, 2020

MS-06 : 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) What is Marketing ? Explain the term market offering giving a recent example of a market offering that has satisfied your need or wants.

- (b) Discuss the psychological factors influencing consumer buying behaviour. Explain their importance to marketers.
2. (a) Explain the concept of product mix by giving suitable examples. How and when does product diversification help the firm as a tool for market development ?
- (b) Discuss the various elements of promotion mix that are available to the marketers. Comment on the merits and limitations of each of these elements.
3. (a) What is Sales Forecasting ? Explain any *two* methods of sales forecasting.
- (b) What is Marketing Research ? With a suitable example, explain how marketing research helps a manager in the decision-making process.
4. Write short notes on any *three* of the following :
- (a) Reasons for growth of the service sector

- (b) Market Segmentation *vs.* Product Differentiation
- (c) Types of purchase decisions
- (d) Functions of packaging
- (e) Objectives of pricing policy

Section—B

5. Lifeline is a fast growing kitchen appliances premium brand. It offers a wide range of appliances and is now poised to tap and offer its product offerings as corporate gifting especially for the festive seasons and also for other occasions and celebrations with a base line which says :

“Smart Gifts for Smart Kitchens” clearly conveying its purpose.

Looking at the huge potential, the company now wishes to capture this market as a long-term strategy to contribute substantially to the

overall business. As a manager exclusively handling this segment propose the following :

Questions :

- (a) Suggest marketing mix elements emphasizing on pricing, promotion and distribution aspects.
- (b) The packaging decisions that you would consider and why ?