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**MS-06**

**MANAGEMENT PROGRAMME (MP)**

**Term-End Examination**

**December, 2023**

**MS-06 : MARKETING FOR MANAGERS**

*Time : 3 Hours*

*Maximum Marks : 100*

*Weightage : 70%*

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**Note :** (i) Attempt any **three** questions from Section A.

(ii) Section B is **compulsory**.

(iii) All questions carry equal marks.

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**Section—A**

1. (a) Explain the term 'Concept of Marketing'.  
(b) Discuss the role of marketing in a developing economy for planned growth.
2. (a) What is product life cycle ? Explain how you would relate the importance of marketing mix elements during the different stages of the product life cycle.

**P. T. O.**

- (b) Define and explain the term marketing research. How does it help a manager in the decision-making process ? Discuss with an example.
3. (a) Explain the concept of product diversification. Comment on the reasons for the firm to consider and initiate their diversification plans.
- (b) Discuss the major functions of packaging. Why is labeling important with reference to food and pharmaceutical product category ? Discuss.
4. Write short notes on any *three* of the following :
- (a) The concept of service
- (b) Benefits and doubts about segmentation
- (c) Basic model of consumer behaviour
- (d) Pricing of industrial goods
- (e) Approaches to sales forecasting

### **Section—B**

5. With a long standing presence in the Indian market and offering a wide range of product categories ranging from mobile devices to high technology solutions a Korean, major has now ventured into the Vacuum Cleaner Segment

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(VCS) in India, thus expanding into home cleaning solution business.

The proposed category of vacuum cleaners are jet cordless stick vacuum cleaners that can generate up to 200 watts of suction power and are light weight. The company has priced this product category between ₹ 37 K to ₹ 53 K.

Initially, the company is considering marketing this range of vacuum cleaners targeting at the elite and niche market in major metros/cities and the rural affluent clientele.

Assume that you have been retained as a consultant exclusively for this category for a period of three years.

**Questions :**

- (a) Propose a suitable STP strategy for the product category.
- (b) Recommend the selection of channels of distribution for the category so as to compete with other premium players from the organized sector.
- (c) In view of the prevailing competition and as a new entrant suggest a suitable sales forecasting method/approach for the company. Justify giving reasons.