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**POST GRADUATE DIPLOMA IN GLOBAL
BUSINESS LEADERSHIP (PGDGBL)**

Term-End Examination

June, 2012

**MGB-002 : MARKETING ANALYSIS FOR
BUSINESS DECISIONS**

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions. All questions carry equal marks.

1. What are the pillars of marketing concept or orientation ? Briefly discuss these pillars or requirements for a firm to be marketing oriented . Do you think Indian firms are adopting marketing as a philosophy of doing business ?
2. It is claimed that marketing focuses on customer; and selling focuses on seller. Do you agree ? Can a marketer be successful by being selling oriented in the competitive business environment ?
3. What do you mean by SWOT analysis ? Perform SWOT analysis for any two companies belonging to an industry ?
4. Business or industrial markets differ significantly from consumer markets. A marketer like Colgate sells its toothpaste both to business and consumer markets. What do you think would be the major challenges in selling products in business markets ?

5. What is the importance of test marketing in the process of new product development ? What will happen if marketing starts marketing its new product without test marketing ?
6. While setting prices various factors must be taken into considerations ? What are these factors and explain how do these influence the pricing decisions of a firm ?
7. In the communication mix of a firm advertising and sales promotions are two important tools. Critically evaluate the two. When should a marketer use sales promotions instead of advertising ?
8. Briefly discuss the stages of PLC by focusing on the marketing challenges involved in each of these with the help of suitable examples.
9. What are the different distribution strategies ? How is distribution strategy of a firm like LG different from HUL ?
10. Briefly distinguish between line extension and brand extension strategy. Give examples of each of these strategies.
