

MANAGEMENT PROGRAMME

Term-End Examination

June, 2014

MS-6 : 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 do you understand by the term 'marketing' ? Discuss the relevance of 'social marketing' in a developing country like India.
- (b) What are the unique characteristics of services that make them so different from goods ? Explain giving suitable examples.
2. (a) Briefly explain the concept of Product Life Cycle (PLC). Discuss the options available to marketers in the decline stage of the PLC.
- (b) Explain the various stages of buyer decision making process. Do all decisions involve all these stages ? Justify your answer.

3. (a) What are the basic functions of packaging ? How can packaging be used to implement sales promotion campaign ? Explain.
- (b) What are the major determinants of pricing ? Explain giving suitable examples.
4. Write short notes on **any three** of the following :
 - (a) Functional marketing organisations
 - (b) Stages in new product development
 - (c) Marketing research procedure
 - (d) The selling process
 - (e) Methods of sales forecasting

SECTION - B

5. A leading Indian milk and milk products company wants to change itself from a traditional Indian brand to one which meets the changing consumer preferences. It intends to reposition itself to connect with the youth of the country. According to the company "the dull and conservative image associated with its products has to be rubbed off the minds of the youth. As a strategy, we have decided to communicate with the new generation more aggressively than ever before". The company also wants to go in for repackaging and rebranding several of its products in order to establish and maintain a connection with the target segment.
 - (a) Comment upon the decision of the company to reposition itself in the Indian market.
 - (b) Suggest a suitable marketing strategy to the company with regards to its effort to appeal to the youth segment.
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