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MS-06

MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 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) Define Marketing. With the help of an example, explain the concept of marketing mix.
- (b) What is Segmenting of Markets ? What bases can be used to segment markets for
(i) Toothpaste, (ii) Garments ?

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2. (a) Explain the unique characteristics of services that distinguish them from physical goods.
- (b) What do you understand by the term 'Marketing Research' ? Discuss the scope of marketing research.
3. (a) What is Promotion Mix ? Discuss its elements with examples.
- (b) You have to set prices for a new product. What pricing strategies can be used in this case ?
4. Write short notes on any *three* of the following :
 - (a) Types of distribution strategy
 - (b) Limitations of cyber marketing
 - (c) Types of positioning strategies
 - (d) Role of packaging in marketing
 - (e) Concept of customer value

Section—B

5. You have been appointed as a marketing manager for a company making soaps and detergents for the last 5 years.
- (a) What type of packaging you will recommend for such products if they are to be marketed in rural markets ?
 - (b) What will be the promotion mix for such a product to be marketed in rural markets ?