

MANAGEMENT PROGRAMME

Term-End Examination

June, 2021

MS-006 : MARKETING FOR MANAGERS

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

Note : Answer any **three** questions from Section A. Section B is **compulsory**. All questions carry equal marks.

SECTION A

1. (a) What are the main characteristics that distinguish services from physical products ? Explain the unique marketing challenges posed by these characteristics, giving suitable examples.
- (b) What is a New Product ? Describe the various steps involved in the new product development process.

2. (a) Explain the concept of Product Life Cycle (PLC). Discuss how marketing strategies change during the different stages of PLC.
- (b) What are the objectives of pricing ? Explain the various types of new product pricing strategies that are available to the marketer.
3. (a) What is a Brand ? How does branding help consumers and marketers ? Suggest a suitable brand name for a new premium bath soap to be introduced. Justify your answer.
- (b) Why does Sales Management function assume significance in an enterprise ? Discuss the role and responsibilities of a sales manager in accomplishing the firm's objectives.
4. Write short notes on any *three* of the following :
 - (a) Relevance of Social Marketing
 - (b) Model of Consumer Behaviour
 - (c) Elements of Promotion Mix
 - (d) Limitations of Cyber Marketing
 - (e) Bases for Segmentation

SECTION B

5. In view of the huge opportunity that exists for fabric in Over-the-Counter (OTC); Readymade Garments (RMG) and having export potential, a leading Indian corporate with diversified businesses has now forayed into the textile segment offering premium fabric to the market by the name “Brado”, the new brand in an overcrowded textile market.

Questions :

- (a) How would marketing research help in seeking consumer insights for the said brand ? Discuss.
 - (b) Suggest suitable marketing organization structure for the said firm.
 - (c) What marketing communication mix would you suggest and why ?
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