

MANAGEMENT PROGRAMME

Term-End Examination

June, 2022

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) Identify the unique characteristics that make services so different from products. What are their marketing implications ? How will you overcome challenges as a result of these implications ?
- (b) Explain the term market segmentation. Describe any three ways in which markets can be segmented.

2. (a) With the help of suitable examples, explain the terms 'Product Line' and 'Product Mix'.
- (b) Identify the various stages in the buyer decision process. Give examples of three different products that you think would require a great deal of pre-purchase search by a consumer. What possible sources may the consumers use for the pre-purchase information search ?
3. (a) What is Cyber Marketing ? Discuss its limitations.
- (b) Explain the term 'Sales Promotion'. What are the various objectives of Sales Promotion ?
4. Write short notes on any **three** of the following :
- (a) Family Life Cycle
- (b) Promotion Mix
- (c) Physical Distribution Tasks
- (d) Methods of Sales Forecasting
- (e) Perceptual Mapping

SECTION B

5. (a) Briefly explain the concept of Product Life Cycle (PLC). Cite two examples of products that you feel are currently in each of the PLC stages. Consider services as well as physical goods.
- (b) Taking the example of cooking oil, explain how packaging can be used in implementing sales promotion campaigns.
-