

00118

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

Term-End Examination

June, 2011

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

Time : 3 hours

Maximum Marks : 100

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

1. Define Marketing. Explain the relevance of marketing in a developing economy with the help of suitable examples. Also, explain the relevance of social marketing. 20

2. What are the marketing - mix elements in case of (i) Production and (ii) Services ? Explain the characteristics of services with the help of an example. 20

3. What are the characteristics of products and write the advantages and limitations of new product development with the help of a suitable example ? 20

4. (a) Explain the need and importance of branding. What are the advantages and disadvantages of branding ? 10
- (b) What is packaging ? What are the different functions of packaging ? Explain with the help of suitable examples. 10
5. Explain the competitive situation prevailing today in the Indian market for the following goods / products and briefly describe the possible price strategies you will recommend for the profit maximisation : 20
- (a) Fountain pens
- (b) Cotton textiles
- (c) Scooters and bicycles.
6. Explain how communication influence the role of promotion in marketing with the help of a suitable example. 20
7. Distinguish between (i) advertising and publicity and (ii) personal selling and sales promotion. Explain the advantages and limitations of personal selling. 20
8. (a) Explain the different alternative channels of distribution with the help of suitable examples. 10
- (b) Explain the role of Government control in the marketing decision process. 10

OR

What is cyber marketing ? What are the advantages and limitations of cyber marketing ?
