

MANAGEMENT PROGRAMME

Term-End Examination

December, 2015

MS-6 : MARKETING FOR MANAGERS

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

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- Note :** (i) *Attempt any three questions from Section-A.*
(ii) *Section-B is compulsory.*
(iii) *All questions carry equal marks.*
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SECTION - A

1. (a) Explain the three additional elements in the marketing mix specifically required for services.
- (b) What is market segmentation ? Suggest suitable bases for segmenting the markets for the following products :
- (i) Toothpaste
(ii) Biscuits
2. (a) Discuss the major areas of application of marketing research.
- (b) Explain the functions of packaging with reference to :
- (i) A fast moving consumer good
(ii) An industrial product

3. (a) What is cyber marketing ? How is it different from conventional marketing ? Explain giving examples.
(b) Explain the need for non-financial motivation for salespersons and mention some of the ways through which this can be achieved.

4. Write short notes on **any three** of the following :
 - (a) Relevance of social marketing
 - (b) Methods of designing the marketing organisation
 - (c) Cultural factors affecting consumer behaviour
 - (d) Pricing methods
 - (e) Stages in the buyer decision process

SECTION - B

5. **Study the case given below and answer the questions given at the end.**

Office Needs is a marketer of good-quality office furniture, carpets, safes and filing cabinets. Within each category, the company offers a wide variety of products with a great many variations of each product being offered. For instance, the company currently offers around 42 different designs of chairs and 23 varieties of office desks. The company keeps in touch with advances made in the office furniture field worldwide and introduces those products which are in keeping with the needs of the market in terms of design, workmanship, value for money and technical specifications.

Office Needs trades only in quality furniture which is sturdily constructed. Differences between its products and cheaper, lower quality ones are well known to those who have several years of experience in the business.

An important feature, the company feels, is the availability of a complete list of components of the furniture system. This enables the customer to add bits and pieces of matching designs and colour in the future. Such components are available for sale separately. Systems are maintained in stock by the company for a number of years, and spare parts for chairs and other furniture are always available.

The trade is currently witnessing a downtrend due to recession and players from local unorganized sector. *Office Needs* has also experienced the same over the last two years. In addition, it had to trim the profit margins. Last year, it barely broke even and this year it is heading for a small loss for the first time in the company's ten year history.

Questions :

- (a) Explain the terms Product Item, Product Line and Product Mix in the context of the above situation.
 - (b) What strategy would you recommend to counter competition from the unorganized sector ?
 - (c) Suggest a suitable promotion strategy for the company.
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