

MANAGEMENT PROGRAMME

Term-End Examination

June, 2012

05171

MS-6 : 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) What is market segmentation ? Name two ways the market for each of the following products might be segmented :
 - (i) Magazines
 - (ii) Bicycles
 - (iii) Perfumes
- (b) Discuss the areas of application of marketing research.
2. (a) What are the major stages in the buyer decision process ? Are all the stages used in all consumer purchase decisions ? Why or why not ?
- (b) Distinguish between convenience goods and shopping goods .
3. (a) Discuss the stages in the 'New Product Development' process.
- (b) What are the elements of Promotion Mix ? Discuss relative advantages and disadvantages of each one of them .
4. Write short notes on *any three* of the following :
 - (a) Limitations of Cyber Marketing.
 - (b) Motivating the Sales personnel.
 - (c) Measuring advertising effectiveness.
 - (d) Functional Marketing Organisation.
 - (e) Physical Distribution Tasks.

SECTION - B

5. (a) How does branding benefit customers and marketers ?
- (b) Identify the factors a marketer should consider in selecting a brand name.
- (c) A company is planning to launch a range of biscuits targetted at health conscious customers. Suggest a suitable brand name for the same. Justify your choice.
-