

MS-6 : MARKETING FOR MANAGERS



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MANAGEMENT PROGRAMME

Term-End Examination

December, 2021

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 Social Marketing ? Explain the social marketing process by taking the example of 'developing favourable attitudes towards organ donation'.

(b) Explain the following services marketing mix elements with the help of examples :

(i) People (ii) Physical Evidence

2. (a) What is market segmentation ? How is it different from product differentiation ? Discuss the segmentation bases that you will consider to segment the market for cellular phones.

(b) Explain the scope of marketing research giving suitable examples.

3. (a) How does Family Life Cycle affect the buying patterns ? Explain giving examples.

(b) Briefly explain the various elements of 'Promotion Mix'. How would the Promotion Mix for a fast moving consumer good differ from that of an industrial product ? Discuss.

4. Write short notes on **any three of the following :**

(a) Product Life Cycle

(b) Sales promotion methods

(c) Matrix organisation

(d) Pricing methods

(e) Differences in cyber marketing and conventional marketing.

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