

**MANAGEMENT PROGRAMME**

**Term-End Examination**

**June, 2019**

**04302**

**MS-006 : MARKETING FOR MANAGERS**

*Time : 3 hours*

*Maximum Marks : 100*

*(Weightage 70%)*

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*Note : Answer any three questions from Section A.  
Section B is compulsory. All questions carry equal marks.*

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**SECTION A**

1. (a) Why do marketers undertake the task of segmenting their markets ? Discuss with the help of suitable examples.
- (b) Explain the stages in the buyer decision process. Are all these stages used in all consumer purchases ? Why or why not ?

2. (a) Explain the various stages in the new product development process.
- (b) Explain the different elements of the communication process giving suitable examples.
3. (a) Explain all the relevant tasks that have to be accomplished as part of physical distribution.
- (b) What is marketing research ? Explain the scope of marketing research giving suitable examples.
4. Write short notes on any **three** of the following :
- (a) Reasons for the growth of Service Sector
- (b) Matrix Organization
- (c) Maslow's Hierarchy of Needs
- (d) Branding Decisions
- (e) Any two sales forecasting methods

## SECTION B

5. (a) What are the various additional marketing mix elements for services ? Discuss taking the example of an airline.
- (b) M/s ABC's Indian operations with respect to their microwave business are aiming at a 40% market share by the end of 2019 on the basis of more innovative range of products. You may make any assumption with regard to the new product range. The company enjoyed a 33% market share by volume and 35% share by value respectively in 2018 in India.

### **Questions :**

- (i) What would be your pricing strategy for this new range of microwave ?
- (ii) Propose a suitable promotion mix for the brand. Clearly specify which element or a blend of elements of promotion mix the firm should focus on and why.
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