

02992

**MANAGEMENT PROGRAMME**

**Term-End Examination**

**June, 2016**

**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) Describe the process of marketing strategy formulation by taking the example of a FMCG product of your choice.  
(b) Examine the features that distinguish a product from services with suitable examples.
2. (a) Suggest suitable marketing strategies for various stages of Product Life Cycle by taking example of any product of your choice.  
(b) Describe the process of marketing research.

3. (a) Explain the personal factors determining consumer behaviour giving examples.
- (b) What is Product Mix ? Why do firms generally diversify their product range ? Explain.
4. (a) Describe the important methods of sales promotion.
- (b) Distinguish between Cyber Marketing and Conventional Marketing. Which form has edge over other ? Why ?

### SECTION - B

5. (a) Taking the example of toothpaste targeted at children, explain the importance and functions of packaging.
  - (b) Devise a suitable advertising strategy for the above product.
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