

## MANAGEMENT PROGRAMME

### Term-End Examination

June, 2011

### 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 concept of Marketing and discuss its importance in modern organisations in accomplishing their objectives.  
(b) In spite of secondary data being available in abundance, what makes a manager rely on the collection of primary data for marketing decisions ? Elaborate with suitable examples.
  
2. (a) Middleman and their functions form an essential aspect of Marketing Channels. Discuss with suitable examples.  
(b) What are the various steps in the consumer decision making process in the following situations ?
  - (i) Bottled mineral water.
  - (ii) Purchase of Lap Top.

3.
  - (a) Discuss the concept of positioning. How does it benefit marketers in a competitive scenario ? Suggest alternatives positioning bases for the manufacturer of wrist watches.
  - (b) Discuss the factors that are major determinants of promotion mix of an organisation.
  
4. Write short notes on *any three* of the following :
  - (a) Considerations involved in designing the marketing organisation.
  - (b) Pricing methods (any two)
  - (c) Types of selling Jobs.
  - (d) Cyber marketing Vs. Conventional marketing.
  - (e) Preparation of sales forecasts.

**SECTION - B**

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

Jeans have a wide appeal and acceptance in the country for their functional and symbolic value. Initially, Jeans as a symbol of westernisation “Caught” on the urban markets with a good number of foreign brands enjoying a strong brand equity in the market. Over the last two decades the appeal of jeans has spread to rural and semi urban markets and consumers in these markets are highly driven by the “aspirational” appeal of jeans.

Apache, a brand of jeans has grown significantly in the last few years. The interesting aspect of this brand is that it is made of fine 2 ply twill, microbuffeted and enzyme washed for softness and is not made of denim. The brand is available in few colours (other than the conventional denim blue) and in few cities.

**Questions**

- (a) What kind of psychological factors can be used by the brand to influence consumer behaviour in the jeans market ?
  - (b) Develop a suitable communication strategy for the brand for the rural markets for this product.
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