

MANAGEMENT PROGRAMME

Term-End Examination

June, 2015

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 reasons for the growth of the service sector.
(b) Explain the unique characteristics of services that differentiate them from goods, giving suitable examples.
2. (a) What do you understand by the term 'marketing research'? Briefly outline the marketing research process.
(b) How do social factors like reference groups and family affect consumer decision ? Explain with the help of suitable examples.

3. (a) Discuss the advantages and disadvantages of 'branding'. Suggest a suitable brand name for a new chocolate cream based biscuit targeted at children. Justify your choice.
- (b) What is marginal cost pricing? What are its advantages and disadvantages?
4. Write short notes on **any three** of the following :
- (a) Perceptual mapping technique.
- (b) Considerations involved in designing the market organisation.
- (c) Types of purchase decision behaviour.
- (d) Product Life cycle.
- (e) Promotion Mix.

SECTION - B

5. **Read the case given below and answer the questions given at the end.**

The male fairness cream industry is growing at a scorching 150 percent per year. The industry evidently has woken up to the fact that the metrosexual man has a large appetite for beauty (the industry expression is "male grooming") products, particularly driven by a desire to look as fair as the fairer sex.

ABC company recently launched 'GROOM PLUS', a men's fairness cream and claims that the market feedback is highly positive and encouraging. It is now planning an extension of GROOM PLUS to products like Bleaches, Shaving Creams, and Lotion etc.

Hitherto men used fairness cream/bleach that was available in parlour packs. Subsequent research showed that men prefer bleach of their own - with its own fragrance and specific skin type formulations, especially branded ones.

Questions :

- (a) Suggest bases for segmentation of market for Groom Plus products.
 - (b) Discuss the importance of packaging in marketing of the above product range.
 - (c) How can cyber marketing be used by the company to market its products ? Discuss.
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