

## MANAGEMENT PROGRAMME

Term-End Examination

1 3602

December, 2012

### 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.*

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#### SECTION-A

1. (a) Discuss several ways in which physical goods are different from services. Give an example of a good and then an example of services that illustrates each of the differences.  
(b) What is market segmentation ? Explain the bases for segmentation giving suitable examples.
2. (a) Explain the three different types of purchase decision behaviour, giving suitable examples.  
(b) Distinguish between the terms 'Product differentiation' and 'Product Positioning'.
3. (a) Explain the concept of Product Life Cycle (PLC). Taking any product of your choice discuss the options available in the decline stage.  
(b) Discuss the factors which govern the selection of an appropriate distribution channel.
4. Write short notes on *any three* of the following :
  - (a) Training of sales personnel.
  - (b) The Selling Process.

## SECTION-B

5. (a) Describe the functions a package can perform. Identify a product / products that utilize packaging in each of these ways and evaluate the effectiveness of the package for that function.
- (b) A marketer intends to market the following products using cyber marketing :
- (i) Books
  - (ii) Premium Shirts.

Discuss the advantages and the challenges likely to be faced by the marketer.

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