

**MANAGEMENT PROGRAMME**

**Term-End Examination**

**December, 2013**

**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) Briefly discuss the various characteristics of services that make them unique from products giving suitable examples.  
(b) What is Market Segmentation ? Explain the bases used for Market Segmentation.
2. (a) Explain the various consideration involved in the design of Marketing organisation.  
(b) Why is it important for the marketer to closely monitor the product life cycle of the firm's offerings ? Discuss.
3. (a) Discuss the steps involved in the selling process.  
(b) What kind of distribution channel would you recommend for each of the following products and why ?
  - (i) Branded spices.
  - (ii) Industrial lubricant.
  - (iii) Sanitary fittings.

4. Write short notes on **any three** of the following :
- (a) Concept of optimum marketing mix.
  - (b) Areas of Application of Marketing Research.
  - (c) Modes of Industrial buyer behaviour.
  - (d) Family brand Vs individual brand.
  - (e) Promotion budget.

### SECTION-B

5. One of the leading Mumbai based Indian Automobile Company manufacturing cars, SUVs and Tractors has recently forayed into Motorcycle segment with the launch of two models "X and Y" a 110cc and 300cc respectively to take on two other major motor cycle makers in India. Both these models incorporate world-class R&D and design elements best suited for Indian biking conditions, thus redefining the biking experience in India with a potent blend of Technology and Innovation.

The 110cc model is a volume winner, being competitively priced, fuel efficient and with new features while the 300cc model is a lifestyle aspirational bike which the company claims as an ultimate machine for motorcycle enthusiasts.

- (a) Recommend suitable brand names for the two models and give reasons for your choice. Also suggest suitable brand ambassadors for the two models individually or collectively and give reasons for your choice.
  - (b) Suggest a suitable distribution strategy for the company.
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