

MANAGEMENT PROGRAMME

Term-End Examination

December, 2007

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. What is consumer behaviour ? Explain briefly the various factors influencing consumer behaviour taking example of any consumer durable of your choice.
2. (a) Distinguish between Market Segmentation and Product Differentiation.
(b) Describe the bases that you will use in segmenting the market for the following products :
 - (i) Hair dryer
 - (ii) Low calorie sweetener
3. What are the objectives of Sales Promotion ?

As a Sales Manager, you have been assigned the task of planning the Sales Promotion program of a ready-to-cook meal. Discuss the steps that you would follow for effective planning and management of the said program.

4. Write short notes on any **three** of the following :
- (a) Marketing Research as a tool for decision making
 - (b) Functional Organisation
 - (c) Functions of Packaging
 - (d) Stages in new product development
 - (e) Product Life Cycle

SECTION B

5. Read carefully the following two case situations given below and answer the questions mentioned at the end of each case.

- (a) The pen market in India is around Rs. 700 crores and 60 to 65% of the market belongs to ball pens. Growth is in the range of 20% annually. The “X” brand created a kind of revolution by bringing in an offering priced higher than a number of competing brands and also offered greater reliability and superior flow. The brand is a market leader. “Y” was a follower brand priced below “X” and it has become a 50 crore brand. The brand also provided a “secondary” differentiation by introducing a number of colours.

Question :

Explain the pricing strategy of “Y” and its relevance to this situation.

- (b) ABC is a well-known brand in the cement industry. It has a large distribution network of around 8000 plus stockists and 20 C and F agents. During the last decade the company's market share has gradually declined to 15% from earlier 30%. About a couple of years ago, the brand opened its first company-owned retail outlet called "ABC Ki Duniya" (World of ABC). The outlet reassures the customer about the genuine material, and encourages interaction besides displaying a range of refractory and aluminium based products. This type of outlet is also likely to enhance the company's image.

Question :

Taking into consideration the cement market and the commoditised nature of the product, comment on the pros and cons of an outlet of this kind. Would such outlets alone enhance sales ? Explain your answer.