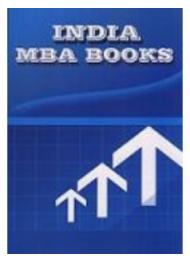
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MANAGEMENT PROGRAMME Term-End Examination December, 2016

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.

SECTION - A

- 1. (a) What is Social Marketing? Explain the social marketing process by taking the example of 'developing favourable attitudes towards organ donation'.
- (b) Explain the following services marketing mix elements with the help of examples :
- (i) People (ii) Physical Evidence
- 2. (a) What is market segmentation? How is it different from product differentiation? Discuss the segmentation bases that you will consider to segment the market for cellular phones.
- (b) Explain the scope of marketing research giving suitable examples.
- 3. (a) How does Family Life Cycle affect the buying patterns? Explain giving examples.
- (b) Briefly explain the various elements of 'Promotion Mix'. How would the Promotion Mix for a fast moving consumer good differ from that of an industrial product? Discuss.
- **4.** Write short notes on **any three** of the following :
- (a) Product Life Cycle
- (b) Sales promotion methods
- (c) Matrix organisation
- (d) Pricing methods
- (e) Differences in cyber marketing and conventional marketing.

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