

MANAGEMENT PROGRAMME (MP)

Term-End Examination

December, 2024

MS-06 : MARKETING FOR MANAGERS

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : Attempt any *three* questions from Section A.

Section B is compulsory. All questions carry equal marks.

Section—A

1. (a) How can marketing help in economic development of a nation like India ?
Substantiate your answer with examples.
- (b) Examine the reasons of growth of service sector in India.
2. (a) Describe the factors to be considered for estimating social class of consumers.

- (b) What are the brand strategy options available to a firm ? Examine their relative strengths and weaknesses.
3. (a) Explain public policy instruments having direct bearing on the marketing mix of a firm.
- (b) Which advertising media would you suggest for advertising the following products and why ?
- (i) E-Vehicles
- (ii) Movies
4. Write short notes on any *three* of the following :
- (a) Product Life Cycle (PLC)
- (b) Bases of Segmenting Consumer Markets
- (c) Branding Decisions
- (d) Sales Forecasting
- (e) Penetration Pricing Strategy

Section—B

5. **Case Study : Swastic Cycles**

Swastic Cycles was the second largest manufacturer in its segment following Star Cycles. Its total turnover was a ₹ 400 crores for

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the year 2020-21 with market share of 24%.The product segment of the company was utility segment cycles and fancy segment cycles.

In view of the changing market scenario devise a marketing strategy focusing upon new segments with adequate justification of each alternative.

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