

No. of Printed Pages : 4

**MS-6**

**MANAGEMENT PROGRAMME (MP)**

**Term-End Examination**

**December, 2025**

**MS-6 : MARKETING FOR MANAGERS**

*Time : 3 Hours*

*Maximum Marks : 100*

*Weightage : 70%*

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**Note :** (i) Answer any **three** questions from  
Section A.

(ii) Section B is compulsory.

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**Section—A**

1. (a) What is meant by the term  
'Segmentation' ? Discuss the *four*  
methods that a marketer could use to  
segment the market. 10
- (b) Discuss the role and scope of marketing  
in a developing economy for planned  
growth. 10

2. (a) List out and discuss the features that distinguish a product from services with suitable example. 10
- (b) Elucidate the various considerations involved in the design of marketing organization. 10
3. (a) Explain the personal factors influencing consumer behaviour by giving examples. 10
- (b) What are the different types of consumer sales promotion ? Illustrate with examples. 10
4. Write short notes on any *three* of the following : 20
- (a) Opinion leaders
- (b) Purpose of marketing research
- (c) Product line decisions
- (d) Customary pricing
- (e) Advantages and weaknesses of Cooperative stores

**Section—B**

5. The Millet Market Research Report offers an indispensable roadmap to the expanding industry landscape. With its high protein content, millet is increasingly favored by health-conscious consumers, notably within the vegetarian and vegan populations. This shift in dietary preferences has led to a rapid growth in demand for millet-based products, a trend that is set to positively drive the millet market.

Taking a cue, a group of four young and enterprising Agri-Business Management graduates having post-qualification work experience between 4-6 years have joined hands together to start a new business of marketing of millets. Each member in the group is very dissimilar in their personality and outlook but they share a strong bond of entrepreneurial spirit

which probably was the reason to collaborate to form an entity.

*Questions :*

- (a) Suggest marketing mix elements emphasizing on pricing, promotion and distribution aspects for the new business of marketing millets. 20
- (b) List out the challenges that the new business could face and offer reasons to overcome them. 20

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