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**MS-06**

**MANAGEMENT PROGRAMME (MP)**

**Term-End Examination**

**June, 2025**

**MS-06 : MARKETING FOR MANAGERS**

*Time : 3 Hours*

*Maximum Marks : 100*

*Weightage : 70%*

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**Note :** Attempt any *three* questions from Section  
A. Section B is compulsory. All questions  
carry equal marks.

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**Section—A**

1. (a) Describe the elements of marketing mix  
for services.
- (b) Suggest the marketing strategy for  
various stages of product life cycle of a  
product.

2. (a) Examine the applications of research for marketing for a firm.  
(b) Discuss the concept of reference groups influencing purchase of readymade garments.
3. (a) Explain various types of channels of distribution with suitable examples.  
(b) Suggest a type of distribution channels(s) you would recommend for industrial lubricants.
4. Write short notes on any *three* of the following :
  - (a) Role of packaging as a promotional tool
  - (b) Demographics as a basis of market segmentation
  - (c) Stages of new product development
  - (d) Skimming pricing strategy
  - (e) Role of personal selling

**Section—B**

**5. Case Study : D-Mart**

XYZ is a chain of departmental stores for groceries established in Tier-I and Tier-II cities of India. Major problem of all the stores was high rate of attrition and absenteeism. Devise a strategy for motivating sales force of XYZ. Give specific suggestions.

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