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MS-006

MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 2026

MS-006 : MARKETING FOR MANAGERS

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

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

(ii) Section B is compulsory.

(iii) All questions carry equal marks.

Section—A

1. (a) “Marketing involves much more than selling and advertising.” Discuss.
- (b) How would you apply your knowledge of marketing concept to promote the following ?
 - (i) Importance of wearing a helmet
 - (ii) Safe driving habits

2. (a) Discuss the role and importance of marketing research in the decision making process. Explain the steps of carrying out marketing research.
- (b) Consider the following statement : “The only thing that a middleman really does is to increase price for the consumer.” Do you agree ? Explain the functions of middlemen.
3. (a) Why does the marketing mix change as the product moves through its product life cycle ? Take an example of your choice and explain its product life cycle.
- (b) What are the steps involved in the consumer decision making process ? Do all consumer decisions involve these steps ? Explain with a suitable example.

4. Write short notes on any *three* of the following :

- (a) Physical evidence in case of services marketing
- (b) Role of Integrated Marketing
- (c) Role of Social class in Consumer Behaviour Communication (CMC)
- (d) Diversification of Business and Types
- (e) Pricing of Industrial goods

Section—B

5. (a) You are the marketing manager of a medium-sized manufacturing company. The president has just made the following statement : “The distribution activity is not a concern of the marketing department. The function of marketing department is to sell the product let the rest of the

company handle production and distribution.”

- (i) How would you reply to this statement ?
 - (ii) Discuss whether you agree or disagree with the statement, justify your answer.
- (b) Discuss the concept of New Product Development. How concept testing, product testing and test marketing are different ? Give relevant examples.

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