

5. "Inventory management for slow moving expensive items should focus more on lead time reduction than anything else". Critically examine the statement.

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MS - 6: MARKETING FOR MANAGERS

1. a) Define Marketing and discuss its scope, prospects and challenges for Brick and Mortar marketers in the era of on-line/e- business marketer being successful.

b) Elaborate the key elements of marketing mix and explain their significance in strategy formulation by taking an example of a product and a service offering of your choice.

2. a) What do you understand by the term Market Planning? When and why the activity of planning emerges in an enterprise. Elaborate with an example.

b) Every product and service offering is faced with competition in the market place the level of competition varies with the product/ service category. In the light of the above what role can marketing research play in helping the firm to maintain and retain its position consistently. Discuss.

3. a) What do you understand by the term "Product"? Discuss at length with suitable illustrations.

b) As a Marketing Manager of a consistently growing FMCG company you are advised by the Top management to generate New Product Ideas for a line of wellness products. What methods you would adapt for generating new ideas and why? Discuss briefly the possible New Product Development Strategy for the proposed wellness product category.

4. a) In the above question pertaining to wellness product category and new product development strategy suggest the following and justify giving reasons

i) Brand name and packaging

ii) Pricing strategy

iii) Advertising and Publicity

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Navneet Verma



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