

IIT Delhi

Date: 23/03/2017

MINOR II
MSL303-MARKETING MANAGMENT

All questions are compulsory

Q1. Detail out the key diagnostic features of the Growth stage & Maturity Stage of classical product life cycle and as a marketing manager how you will respond to it by using various marketing mix.

(6 Marks)

Q2. Write short notes on any **TWO** the following with examples

(6 Marks)

- a) Rogers Diffusion of Innovation Curve
- b) BCG Matrix
- c) FAD type of Product Life cycle Curve
- d) Predatory Pricing and Captive Product Pricing with examples

Q3. Following is the sales statistics of a Brand in electronic industry over a period of ten years: What conclusion you derive? If you were the Marketing Manager of the Brand, what Marketing strategy you will use for next three years (You may use tools like Marketing Share, product life cycle, Growth rate, Rogers Diffusion of innovation curve, BCG Matrix)

(8 Marks)

Year	Brand Sales ('000 Units)	Industry Sales('000 Units)
1	4500	6000
2	5750	7552
3	6825	8000
4	7000	8500
5	7250	8750
6	7500	9000
7	7300	12000
8	7000	12500
9	7100	15000
10	6750	15500