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**B.Sc. FASHION MERCHANDIZING AND
RETAIL MANAGEMENT (BSCFMRM)**

Term - End Examination

December, 2012

BFW-005 : MARKETING MANAGEMENT

Time : 3 Hours

Maximum Marks : 70

Note : All questions carry equal marks. Attempt any seven.

1. Explain the following terms : 5+5
 - (a) Offerings and Brands
 - (b) Marketing channels

2. Why is Integrated Marketing important ? 10

3. What are the basis of segmenting consumer markets ? 10

4. Explain Market Targeting. 10

5. How is Brand Equity Built ? 10

6. Explain Product Differentiation. 10

7. Explain Price Adaptation Strategies. 10
 8. How to develop an effective communications ? 10
Give suitable examples.
 9. What is Interactive Marketing ? Why is it important ? 4+6
 10. What is personal selling ? Describe the six steps. 3+7
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