

**M.Sc. FASHION MERCHANDIZING AND
RETAIL MANAGEMENT (MSCFMRM)**

Term-End Examination

December, 2012

MFW-005 : MARKETING MANAGEMENT

Time : 3 Hours

Maximum Marks : 70

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

1. Explain the following terms : 2+2+2+2+2=10
 - (a) Need
 - (b) Want
 - (c) Demand
 - (d) Value
 - (e) Satisfaction

2. What do you understand by the term Holistic Marketing ? 10

3. Define Segmentation and the basis of segmentation. Explain. 10

4. What are the different Pricing Strategies available to the Indian Marketer. 10

5. Explain the steps in New Product Development Process. 10
 6. Why is advertising important in promotion of a Product/ Brand ? 10
 7. What is Direct Marketing ? What are the benefits that firms accrue by adopting this method ? 10
 8. Distinguish Transaction Marketing from Relationship Marketing with suitable examples. 10
 9. Explain the various marketing tasks that a manager should undertake in a FMCG company. 10
 10. Write short notes on *any two* of the following : 5+5
 - (a) Sales Promotion
 - (b) Interactive Marketing
 - (c) Public Relations
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