

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

Term - End Examination

December, 2013

BFW-005 : MARKETING MANAGEMENT

Time : 3 Hours

Maximum Marks : 70

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

1. Explain how marketing environment affects the organisation ? 10
2. What are the steps, that a consumer follows in consumer buying process ? Explain each step with suitable example. 10
3. Explain the product-market growth matrix with the help of an example. 10
4. What are the factors which affects the consumer buying process? Justify your answer with suitable examples. 10
5. What are the different types of products available in a market ? Explain each with example. 10

6. Why the positioning of a product is important for a marketer? What are the consequences if a product is wrongly positioned ? 10
 7. Explain the role of packaging in the marketing of a product. Give suitable examples to justify your answer. 10
 8. Explain various pricing strategies followed by a marketer for its products. 10
 9. Explain the various services rendered by the market intermediaries while distributing goods. 10
 10. Give an example of a company, which uses different tools of promotion for its products. Also explain the various promotional tools as well. 10
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