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**B.A. (FASHION MERCHANDISING AND
PRODUCTION)
(BAFMP)**

Term-End Examination

December, 2012

BFD-018 : BASIC MARKETING

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions.

1. Define the following : 20
 - (a) Goods
 - (b) Services
 - (c) Promotion
 - (d) Distribution channel
 - (e) Marketing channel

2. Explain the difference between Production 20
concept and Product concept.

3. Explain the following : 20
 - (a) SWOT Analysis
 - (b) PEST Analysis

4. Explain the following : 20
- (a) Market Segmentation
 - (b) Niche Marketing
 - (c) Positioning of Brand
 - (d) Local Marketing
 - (e) Individual Marketing
5. Explain the following : 20
- (a) Geographic Segmentation
 - (b) Demographic Segmentation
 - (c) Market Targeting
 - (d) Behavioural Segmentation
 - (e) Patterns of Market Segmentation
6. Explain the following : 20
- (a) Stages of Product life cycle
 - (b) Brand Positioning and differentiation in the market
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