

00574

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

**Term-End Examination
December, 2014**

BFD-018 : BASIC MARKETING

Time : 3 hours

Maximum Marks : 100

*Note : (i) Attempt all questions.
(ii) Internal choice indicated.*

1. Write short notes. Attempt any five of the following : 5x2=10
- (a) Basic Products
 - (b) Shopping Products
 - (c) Industrial Products
 - (d) Augmented Products
 - (e) Utility
 - (f) Needs
 - (g) Wants
 - (h) Delight
 - (i) Satisfaction
 - (j) Exchange
2. Write a note on the following : 2x5=10
- (a) Advertising
 - (b) Publicity

3. Define the various levels we have in the distribution channel. 10
 4. Outline the role of Direct Marketing and Public Relations. 10
 5. In detail talk about the 4 P's of Marketing and how does it help in achieving success ? 10
 6. Write a note. Attempt **any two** of the following :
 - (a) Legal Environment 2x5=10
 - (b) Technological Environment
 - (c) Economic Environment
 - (d) Socio - cultural Environment
 7. Explain the structure of Fashion Marketing. 10
 8. Define STP Model. Explain the approaches to segmentation. 10
 9.
 - (a) Compare the SWOT analysis of two different companies. 5
 - (b) Define the functions of Marketing Channel. 5
 10.
 - (a) How is Price an Important factor which helps the marketer ? 5
 - (b) What is the difference between Price-Competition and Non - Price - Competition ? 5
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