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MFW-005

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

Term-End Examination

December, 2015

MFW-005 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 70

*Note : Attempt any **seven** questions from the following. All questions carry equal marks.*

1. Define the term Environment. Why is it important for a marketer to study the economic and social factors while making strategies? 10
2. Discuss the Consumer Buying process with the help of a suitable example. 10
3. Explain various targeting approaches which a marketer can follow for selecting a segment. 10
4. Explain the pricing strategies for a new product. 10

5. Differentiate between Sales promotion and Personal selling with the help of suitable examples. 10
 6. What do you understand by the term Holistic marketing? 10
 7. Explain the BCG matrix with the help of an example. 10
 8. Define the terms 'Generic Brand', 'Brand Licensing', 'Brand Extension' and 'Brand Name' with the help of suitable examples. 10
 9. Define the term Market Intermediary. What are its functions? 10
 10. Write short notes on the following : 2×5=10
 - (a) SWOT Analysis
 - (b) Packaging
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