

**B.Sc. RETAIL AND FASHION
MERCHANDISE (BSCRFM)**

00513

Term-End Examination

December, 2016

BFR-009 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 70

Note :

- (i) *All questions carry equal marks.*
- (ii) *Attempt any seven questions.*

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1. What do you mean by marketing ? Highlight the role of marketing in today's business environment. 10
 2. Define segmentation. How can a market be segmented in different ways ? 10
 3. Explain the concept of Product Life Cycle and its utility for a marketer. 10
 4. Explain the process of setting the pricing. 10

5. "Distribution channel plays a major role in the sales of a product." Comment. 10
6. What is promotion mix ? Explain its elements with appropriate examples. 10
7. What is rural marketing ? Explain its features. 10
8. Differentiate between any *two* of the following.
Support your answer with appropriate examples. 5+5
- (a) Customer and Consumer
 - (b) Goods and Services
 - (c) Point-of-Parity (POP) and Point-of-Difference (POD)
 - (d) Marketing and Selling
9. What are the various elements of micro-environment ? 10
10. What is the process followed for a new product offering ? 10
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