

**M.Sc. FASHION MERCHANDIZING & RETAIL  
MANAGEMENT (MSCFMRM)**

**Term-End Examination**

**June, 2012**

**MFW-005 : MARKETING MANAGEMENT**

*Time : 3 Hours*

*Maximum Marks : 70*

*Note : All questions carry equal marks. Attempt only seven.*

1. Define Marketing ? Discuss the elements of Marketing Mix with suitable examples. **3+7**
2. Explain the different types of Markets in Indian Context. Comment on their characteristics of each of these Markets. **10**
3. Explain the role of Segmentation, Targeting and Positioning in Marketing of a product. **10**
4. What is PLC concept ? Discuss PLC as a tool for Market development. **10**
5. What is Pricing ? Explain the various components in setting the price of a product. **10**

6. What are factors influencing consumer behaviour? 10  
Explain.
  7. Explain the role Advertising as an important tool 10  
for effective marketing of a product.
  8. Discuss the various sales promotion techniques 10  
with suitable examples of your choice.
  9. What is branding ? Discuss the importance of 5+5  
branding in a Competitive Scenario ?
  10. Write short notes on *any two* of the following : 5+5
    - (a) Production Concept
    - (b) Marketing Concept
    - (c) Product Concept
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