

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

**Term-End Examination
June, 2013**

BFD-018 : BASIC MARKETING

Time : 3 hours

Maximum Marks : 100

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- Note :** (i) *Attempt all questions.*
(ii) *Internal choice Indicated.*
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1. Write short note. Attempt *any five* of the following : 5x2=10
- (a) Core Products
 - (b) Augmented Products
 - (c) Actual Products
 - (d) Needs
 - (e) Wants
 - (f) Utility
 - (g) Exchange
 - (h) Consumer
 - (i) Satisfaction
 - (j) Delight
2. What does a successful marketing mix depends on ? 10

3. How many stages does a distribution channel have ? 10
 4. Outline the role of personal selling and sponsorship in promotion. 10
 5. Write a note on the following : 2x5=10
 - (a) Sales Promotion
 - (b) Public Relations
 6. Write a note. Attempt *any two* of the following : 2x5=10
 - (a) Socio Cultural Environment
 - (b) Political Environment
 - (c) Economic Environment
 - (d) Competitive Environment
 7. Define STP Model. Explain the approaches to segmentation. 10
 8. Explain the structure of fashion marketing. 10
 9.
 - (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
 10.
 - (a) Compare 2 different companies on the basis of SWOT analysis. 5
 - (b) Define the functions of marketing channel. 5
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