

**B.A. IN FASHION DESIGN
(BAFD)**

Term-End Examination

June, 2013

BFD-035 : RETAIL AND MARKETING

Time : 3 hours

Maximum Marks : 100

Note : All questions are compulsory.

1. Answer the following questions :
 - (a) What do you understand by the concept of marketing ? 15
 - (b) Discuss the development of modern retail in India in relation to its impact on the Indian consumers. 15

OR

What are the 4 P's of marketing ? Explain with 30 relevant examples.

2. Explain in detail *any three* of the following questions : 20x3=60
 - (a) What are different types of external and internal store objectives ?
 - (b) What do you understand by marketing environment ?
 - (c) Differentiate between store management and store administration in a retail store.

- (d) What are the different formats in retail ?
Explain any two with relevant examples.
- (e) "Customer service is the key to sales."
Comment on the statement.

3. Write a note on *any one* of the following questions : **10x1=10**

- (a) Differentiate between merchandising and visual merchandising.
 - (b) What is the importance of promotional mix in marketing ?
 - (c) Discuss different types of marketing with relevant examples.
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