

**B.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (BSCFMRM)**

Term-End Examination

00244

June, 2014

BFW-005 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 70

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

1. What is marketing ? Why is it important to retain customers ? 10
2. What is service concept of marketing and how is it different from traditional approach to marketing ? 10
3. Discuss the usefulness of marketing research in understanding customers and competitors. 10
4. Discuss the impact of socio-cultural factors on a company's marketing activities ? 10
5. What is consumer behaviour ? Why is it important to study consumer behaviour for marketing companies ? 10
6. How does the process of segmentation aid in capitalizing opportunities and thwarting threat for an organisation ? 10

7. Why is it essential for a company to synchronize various elements of marketing mix ? 10
 8. What are the various stages in PLC ? How do Sales and Profit vary during different stages of PLC, and why ? 10
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