

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

**Term-End Examination**

00136

**June, 2016**

**BFW-005 : MARKETING MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 70*

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**Note :** *All questions are compulsory. All questions carry equal marks.*

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1. Why is it important for a marketer to study consumer behaviour ? Explain the consumer buying process. 10
2. Differentiate between Advertising and Publicity with the help of suitable examples. 10
3. Explain the different stages of a product life cycle with examples. 10
4. Why is it important for a marketer to develop new products ? Explain the new product development process with an example. 10

5. Define the term Branding. What are the various branding strategies followed by a marketer ? 10
6. Why is it important for a marketer to study economic and social environment ? 10
7. Write short notes on the following : 2×5=10
- (a) Dual Distribution
  - (b) Sales Promotion
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