

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

**Term-End Examination**

**June, 2017**

00254

**BFW-005 : MARKETING MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 70*

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**Note :** Attempt any **seven** questions of the following. All questions carry equal mark.

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1. Explain the concept of Marketing Mix. Discuss the rationale for extended marketing mix for services. 10
2. What do you mean by the term 'Market Segmentation' ? How would you segment the market for mobile phones and toothpaste ? 10
3. How does the product life cycle (PLC) influence marketing mix decisions ? Explain with suitable examples. 10
4. Explain the different product classifications and mention how marketing strategy changes with the different products. 10

5. What is pricing ? Explain the steps of setting up prices. 10
6. Explain the concept of marketing flows in distribution channel. 10
7. What is sales promotion ? Discuss the various methods of consumer sales promotion, with suitable examples. 10
8. What is product innovation and diffusion process in the field of marketing ? Explain with suitable examples. 10
9. What are Porter's five forces and BCG matrix ? Explain their importance in marketing. 10
10. Write short notes on the following : 2×5=10
- (a) Marketing Environment
  - (b) Marketing Research
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