

**B.Sc. RETAIL AND FASHION
MERCHANDISE (BSCRFM)**

Term-End Examination

June, 2017

00364

BFR-009 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 70

Note :

- (i) All questions carry equal marks.
- (ii) Attempt any **seven** questions.

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1. Explain the following in brief : 10
 - (a) Production, Product and Selling concepts
 - (b) Need, Want and Demand
 - (c) Marketing Myopia
 - (d) Levels of Product
 2. Discuss the concept of Targeting and Positioning with appropriate examples. 10
 3. What is product mix ? Explain product mix decisions. 10

4. Discuss the factors considered while deciding the price for a product. Explain with the help of suitable examples. 10
5. What do you mean by channels of distribution ?
What is the process of designing a channel ? 10
6. What are the different promotional tools available to a marketer ? 10
7. Write short notes on the following : $2 \times 5 = 10$
(a) Green Marketing
(b) Content Marketing
8. Differentiate between any *two* of the following : $2 \times 5 = 10$
(a) Marketing and Selling
(b) Penetration Pricing and Skimming Pricing
(c) PLC of Style, Fashion and Fad
9. Explain the various elements of macro environment. 10
10. Explain any *two* of the following pricing strategies with illustrative examples : $2 \times 5 = 10$
(a) Product Line Pricing
(b) Captive Product Pricing
(c) Promotional Pricing
(d) Differentiated Pricing