

**B.Sc. FASHION LEATHER ACCESSORIES
DESIGN (BSCFLAD)**

Term-End Examination

00924

June, 2017

**BFR-027 : MARKETING MANAGEMENT AND
MARKETING RESEARCH**

Time : 3 hours

Maximum Marks : 70

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

1. What is marketing environment ? How do social and economic forces influence a firm's marketing activities ? Explain. 10
2. Differentiate between convenience product, shopping product and speciality product. Give examples of each. 10
3. Why is it important for an organisation to develop new products ? Elaborate the procedure for developing a new product in detail. 10

4. What is Promotion ? Differentiate between Advertisement and Sales promotion with examples. 10
5. Why are pricing decisions important for an organisation ? What are the pricing strategies followed in an industry ? Explain. 10
6. Define and discuss Exploratory research, Descriptive research and Experimental research with examples. 10
7. What is primary data and secondary data ? Explain the advantages and disadvantages of primary and secondary data. 10
8. Why is Sampling preferred over Census survey ? What are the methods of selecting a sample from population ? Explain. 10
9. Discuss the methods to be followed to prepare research report in detail. 10
10. Write short notes on the following : $2\frac{1}{2} \times 4 = 10$
- (a) Telephonic Survey
 - (b) Structured Observation
 - (c) Questionnaire
 - (d) In-Depth Interview