

**M.Sc. FASHION MERCHANDISING AND  
RETAIL MANAGEMENT (MSCFMRM)**

**Term-End Examination**

**00411**

**June, 2017**

**MFW-005 : MARKETING MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. Describe 5 P's of the Marketing Mix with suitable examples. 10
2. Explain the macro environment factors of marketing. 10
3. What is channel conflict ? What are the reasons behind it ? How can these conflicts be resolved ? 10
4. Explain the following trends in marketing : 10  
Contextual marketing, Green marketing, Neuro marketing and Viral marketing

5. What is pricing in marketing ? Explain the steps of setting the prices. 10
  6. What are Porter's Five Forces and BCG matrix ? Explain its importance in marketing. 10
  7. Your company has invented a torch to be operated without battery and electricity. Suggest different ways to promote it in the market. 10
  8. Explain Need, Want, Demand and Marketing Myopia. 10
  9. Describe the development process of new product offerings. 10
  10. Write short notes on any *two* of the following : 10
    - (a) Production Concept
    - (b) Packaging and Labelling
    - (c) Product Life Cycle
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