

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

Term-End Examination

00140

June, 2015

MFW-005 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 70

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

1. Why is it important for a marketer to study its environment ? Explain how demographic and economic factors affect the working of an organisation. 10

2. Why is it important for a marketer to study the consumer behaviour ? Explain the various factors which affect the consumer buying process. 10

3. Why is it important for a marketer to do segmentation ? Explain the different factors which a marketer can use for segmenting a market. 10

4. Explain Ansoff's Product Market Growth Matrix with the help of an example. 10
 5. Define the term Advertising. How is it different from Publicity ? 10
 6. Why is it important for a marketer to study Product Life Cycle ? Explain its various stages with examples. 10
 7. Define the term Branding. How does it help a marketer in selling a product ? 10
 8. Explain Penetration Pricing, Skimming Pricing, Even-Odd Pricing and Psychological Pricing strategies. 10
 9. Discuss the importance of packaging and labelling, with suitable examples. 10
 10. Write short notes on the following : 2×5=10
 - (a) Dual Distribution
 - (b) Direct Selling
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