

00986

**B.A. FASHION MERCHANDISING AND
PRODUCTION**

Term-End Examination

December, 2010

BFD-018 : BASIC MARKETING

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) Explain with examples wherever required.

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1. Define the followings : 20
 - (a) Product.
 - (b) Services.
 - (c) Relationship Marketing.
 - (d) Place.
 - (e) Marketing channel.

2. Explain the difference between product concept and marketing concept. 20

3. Explain the followings : 20
 - (a) PEST Analysis.
 - (b) SWOT Analysis.

4. Define the following : 20
- (a) Niche marketing.
 - (b) Local marketing.
 - (c) Individual marketing.
 - (d) Patterns of market Segmentation.
 - (e) Market-Segmentation Procedure.
5. Explain the following : 20
- (a) Geographic Segmentation.
 - (b) Demographic Segmentation.
 - (c) Psychographic Segmentation.
 - (d) Behavioural Segmentation.
 - (e) Targeting.
6. Explain the following : 20
- (a) Positioning and Differentiation.
 - (b) Product life cycle.
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