

**B.Sc. FASHION MERCHANDIZING AND
RETAIL MANAGEMENT (BSCFMRM)**

Term - End Examination

December, 2011

BFW-005 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 70

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

1. What do you understand by Marketing management ? Explain different types of needs and demands. 3+7=10
2. What do you mean by the Marketing Environment ? How does the economic factors and political environment of the country affect the organization ? 2+8=10
3. Examine the relative advantages and disadvantages of rail transport and road transport. 5+5=10
4. Explain the consumer buying process with suitable examples. 10

5. What is New Product Development ? Explain the different stages in process of developing a new product. 2+8=10

6. What do you mean by market segmentation and target market ? Discuss the modality of segmenting the market on the basis of demographics and psychographics. 3+7=10

7. What is the significance of price to the marketer ? Describe the different methods of pricing. 2+8=10

8. What do you understand by middlemen ? Explain their various kinds and discuss their functions. 3+7=10

9. Discuss the importance of advertising as a promotion technique. Your company has introduced a new brand of hair oil. What mode of media will you adopt for its advertisement and why ? 7+3=10

10. Explain the importance of packaging in the competitive environment. 10

11. What do you mean by product ? Describe different stages of Product Life Cycle (PLC). 2+8=10

12. Write the short note on *any two* of the following :

- (a) Undifferentiated Marketing 5+5=10
 - (b) Market Plan
 - (c) Product - Mix Pricing
 - (d) Direct Marketing
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