

00979

**M.Sc. FASHION MERCHANDIZING & RETAIL
MANAGEMENT (MSCFMRM)**

Term-End Examination

December, 2011

MFW-005 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 70

Note : Attempt any seven questions.

All questions carry equal marks.

1. How does marketing affect the lives of people ? **4+6**
Explain with reference to the various utilities created by marketing.
2. Why is it necessary to understand the Marketing **3+7**
Environment ? What are the uncontrollable factors effecting the environment ?
3. What is Product Life Cycle ? Discuss the major **2+8**
marketing strategies, that are to be followed at various stages of PLC.
4. What are the bases of market segmentation ? **7+3**
Discuss the suitable bases of segmentation for the following products :
 - (a) Laptops
 - (b) Detergent soaps.

5. "In India, family and social class regulate consumer behaviour". Discuss the statement. List few products, the buying of which are decided by teenager. 7+3
6. Discuss the pricing objectives of modern business enterprises. State and explain the different pricing policies adopted by the organization. 3+7
7. "The wholesaler as an intermediary between the manufacturers and the retailer, render services to both." Is it desirable and feasible to eliminate them? Why or why not? 10
8. Is advertising a necessary economic function in modern business? What consideration would you keep in mind while choosing advertising media? 4+6
9. "In order to develop distinct brand images, there must be clearly identifiable physical difference in the product." Do you agree? Why or why not? 10
10. Write the short note on *any four* of the following : 4x2½=10
- (a) BCG Matrix.
 - (b) Types of Diversification
 - (c) Retail formats
 - (d) Levels of Product
 - (e) Geographical pricing
-