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

Term-End Examination

December, 2013

MFW-005 : MARKETING MANAGEMENT

Time : 3 Hours

Maximum Marks : 70

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

1. Explain the importance of marketing environment for a marketer. Also explain the major elements of marketing environment. 1

2. How family and Reference group affects the buying decision of a consumer ? Discuss in detail. 1

3. Describe the importance of segmentation. How would you segment the market for : 1
 - (a) Automobiles
 - (b) Laptops

4. Explain with the help of diagram the various stages of a product life cycle. 1

5. Discuss the various branding strategies which a marketer can follow. Explain with suitable examples. 10
 6. Explain the importance of market intermediaries and the services rendered by the whole sellers. 10
 7. Describe the pricing strategies which a marketer can follow for a new product. 10
 8. Differentiate between industrial market and consumer market. 10
 9. How advertising is an effective tool for marketing communication ? Explain with example. 10
 10. Differentiate between personal selling and direct selling. 10
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