

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

Term-End Examination

00186

December, 2014

BFW-005 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 70

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

1. Why is marketing a critical activity for business ? Explain in detail. 10
2. What is exploratory research ? What are the various methods of carrying out exploratory research ? 10
3. Why is it important for a company to study its environment ? 10
4. Does a consumer play the same role in every purchase process ? Explain the dynamics of consumer roles in the decision making process. 10
5. Explain when should a company practice
 - (i) Undifferentiated targeting.
 - (ii) Concentrated marketing.
 - (iii) Multi segment marketing. 10

6. Explain the strategies that should be followed by a company during different stages of the PLC. 10
 7. What do you understand by marketing-based pricing ? How can a company set the price of a new product ? 10
 8. What is basic purpose of advertising ? How can this objective be achieved by the company ? 10
 9. What is an impact of sales promotion on
 - (a) New product ?
 - (b) Established product ? 10
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