

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

Term-End Examination

00255

December, 2014

MFW-005 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 70

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

1. To what extent do you agree to the criticism of marketing concept and the 4 P's approach on marketing decision making ? 10
2. Discuss the criteria when market research reports are used. 10
3. Discuss the impact of FDI policies of Indian Government on any two industries of your choice. 10
4. What do you understand by social influences ?
How do they affect purchase decisions ? 10

5. How can pigmentation be of use when marketing in India ? 10
 6. What is differentiation ? How can marketers differentiate their offerings in the consumer market ? 10
 7. Evaluate the usefulness of BCG matrix. What role does it play in portfolio planning ? 10
 8. Under the intense inflationary pressure you are considering price increase. What other considerations would you take into account before initiating the price increase ? 10
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