

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

**Term-End Examination**

**December, 2016**

00243

**BFW-005 : MARKETING MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 70*

*Note : All questions are compulsory. All questions carry equal marks.*

1. Differentiate between Personal selling and Direct selling with the help of suitable examples. 10
  
2. Define the term Environment. Explain why it is important for a marketer to study economic environment and technological environment. 10
  
3. Explain the different stages of a product life cycle with suitable examples. 10
  
4. Explain the different pricing strategies which a marketer can follow for a product. 10

5. Define the term Segmentation. Explain the various bases which a marketer can use for segmenting a market. 10
6. Differentiate between convenience products, shopping products and speciality products with the help of suitable examples. 10
7. Write short notes on the following : 2×5=10
- (a) BCG Matrix
  - (b) Dual Distribution
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