

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

Term-End Examination

December, 2017

00201

BFW-005 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 70

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

1. Define and distinguish Product marketing and Service marketing, with suitable examples. 10
2. Discuss the concept of Positioning. How does it benefit marketers in a competitive scenario ? Explain. 10
3. Briefly explain the concept of Product Life Cycle (PLC). Discuss the marketing strategies at each stage with suitable examples. 10
4. Briefly explain the various pricing methods available for Indian marketers, with suitable illustrations. 10

5. (a) Explain Exclusive, Selective and Intensive distribution.
- (b) Discuss the Vertical and Horizontal marketing system. $2 \times 5 = 10$
6. What is Advertising ? How can a marketer advertise in different ways ? Explain. 10
7. What is Brand Equity ? What is the scope of Branding ? 10
8. What are the various environmental factors a marketer needs to consider ? Explain with suitable examples. 10
9. Write short notes on the following : $2 \times 5 = 10$
- (a) Push vs Pull Strategy
- (b) Promotion Mix
10. What are the different Marketing Philosophies ? Support your answer with appropriate examples. 10
-