

**B.Sc. RETAIL AND FASHION
MERCHANDISE (BSCRFM)**

Term-End Examination

December, 2017

00041

BFR-009 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 70

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

1. Does Marketing Orientation impact business performance ? Discuss. 10
2. What is Marketing Mix ? Explain the four elements of Marketing Mix. 10
3. Write short notes on the following : 10
 - (a) Macro Environment — Economic Forces and Demographic Forces
 - (b) Micro Environment — Competitors and Public
4. What are the benefits of Market Segmentation ? What segmentation bases would you choose for segmenting the market for fashion apparel ? 4+6=10

5. What is meant by Product Life Cycle ? Explain the concept with appropriate examples. 10
6. Explain the following : 10
- (a) Convenience Goods
 - (b) Speciality Goods
 - (c) Shopping Goods
 - (d) Unsought Goods
7. Assess the following pricing methods : 10
- (a) Markup
 - (b) Target return
 - (c) Perceived value
 - (d) Going rate
8. What are the various consumer marketing channels for consumer goods ? 10
9. Explain the concepts of Green Marketing and Rural Marketing. 10
10. Explain the concept of 'Promotion Mix' by taking example of any organisation. 10
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