

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

Term-End Examination

00220

December, 2017

MFW-005 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 70

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

1. Why is it important for a marketer to study his/her environment ? Explain how demographic and economic factors affect the working of an organisation. 10
2. Define the term Advertising. How is it different from Publicity ? 10
3. Define the term Branding. How does it help a marketer in selling a product ? 10
4. Discuss the importance of packaging and labelling with suitable examples. 10

5. Define Marketing. Discuss the elements of marketing mix with suitable examples. 10
 6. Explain the role of segmentation, targeting and positioning in marketing of a product. 10
 7. What is Pricing ? Explain the various components in setting the price of a product. 10
 8. Discuss the various sales promotion techniques with suitable examples of your choice. 10
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