

00985

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

Term - End Examination

June, 2012

BFW-005 : MARKETING MANAGEMENT

Time : 3 Hours

Maximum Marks : 70

Note : All questions carry equal marks.

Attempt any seven.

1. What is Marketing ? Why is it important from the customer's perspective ? 5+5
2. Explain the different Marketing Management tasks ? 10
3. Explain the levels of Market segmentation with suitable examples. 10
4. What is Brand Equity ? What is the scope of Branding ? 5+5
5. Explain the different product classifications and mention how the marketing strategy changes with a different product. 5+5

6. Explain product and Brand relationships. 10
 7. Explain the role of marketing communications. 10
 8. How is an Advertising program developed ? 10
 9. Why is sales promotion important ? What are the major tools ? 5+5
 10. What is Direct Marketing ? What are its Benefits ? 4+6
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