

**B.A. FASHION MERCHANDISING AND
PRODUCTION**

**Term-End Examination
June, 2012**

BFD-018 : BASIC MARKETING

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions.

1. Define the following : 20
 - (a) Services
 - (b) Supply Chain Management
 - (c) Promotion
 - (d) Distribution Channel
 - (e) Goods

2. Explain the difference between selling concept and marketing concept. 20

3. How would a marketing organization use SWOT Analysis and PEST Analysis to finalize its strategy ? Explain. 20

4. Define the following : 20
- (a) Environment Scan
 - (b) Market Segmentation
 - (c) Market Targeting
 - (d) Demographic Segmentation
 - (e) Psychographic Segmentation
5. Explain the following : 20
- (a) Niche Marketing
 - (b) Geographic Segmentation
 - (c) Behavioural Segmentation
 - (d) Local Marketing
 - (e) Market Segmentation Procedure
6. Explain the following : 20
- (a) Product life cycle
 - (b) Ways to do differentiation
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