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

Term - End Examination

June, 2013

BFW-005 : MARKETING MANAGEMENT

Time : 3 Hours

Maximum Marks : 70

Note : Attempt seven questions in all. All questions carry equal marks.

1. How do social and economic factors affect the working of an organisation ? **10**
2. Explain the concept of segmentation, Targeting and positioning. **10**
3. Define the term Cognitive Dissonance. Why is it important for a marketer to reduce the cognitive dissonance ? **10**
4. Explain the various strategies which a marketer can follow at each stage of product life cycle. **10**
5. Explain the BCG matrix with the help of an example. **10**

6. Why branding is important for a marketer ? What are the different elements of branding ? Explain them. 10
 7. Why labelling is required on a product ? Does labelling help a marketer in selling a product ? Justify your answer with the help of suitable example. 10
 8. Explain the importance of pricing in the marketing mix. What are the pricing strategies for a new product ? 10
 9. Explain the importance and role of market intermediaries. 10
 10. Define the term 'promotion'. Also explain the various elements of promotion mix. 10
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