

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

Term-End Examination

June, 2013

00510

MFW-005 : MARKETING MANAGEMENT

Time : 3 Hours

Maximum Marks : 70

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

1. Explain briefly the major elements of marketing environment. **10**
2. Explain how family and social class affects the consumer buying process. **10**
3. Discuss the importance of segmentation. How would you segment the market for : **10**
 - (a) mobile phones
 - (b) snack food
4. Explain why it is important for a marketer to study the product life cycle ? Also explain the various stages of a product life cycle. **10**

5. What are the advantages of branding to consumers and marketers ? 10
 6. Describe the various services rendered by the wholesalers as an important channel of distribution. Explain with suitable examples. 10
 7. Explain the various pricing strategies for a new product. 10
 8. Describe the product market growth matrix with the help of an example. 10
 9. Differentiate between industrial market and consumer market. 10
 10. What do you mean by promotion ? Differentiate between advertisement and sales promotion. 10
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