

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

Term-End Examination

00234

June, 2014

MFW-005 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 70

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

1. What barriers may a marketing manager face when trying to convince other people within an organisation for adopting the marketing concept ? 10
2. Discuss the problems of conducting a multi-country market research. How can these problems be minimised ? 10
3. What are the major opportunities and threats to multinationals, doing business in India ? 10

4. What choice criteria did you use when buying a perfume ? Did they change between drawing up a short-list and making the final choice ? 10
 5. In what kinds of market are psychographic segments likely to prove useful and why ? 10
 6. 'The product life cycle is more likely to mislead marketing managers than provide useful insight.' Discuss. 10
 7. Discuss how Marketing and Research & Design can form effective teams to develop new products. 10
 8. Why is value to the customer a more logical approach to setting price than cost of production ? What roles can cost play in the setting of price ? 10
 9. Compare the situations where advertising and personal selling are more likely to feature strongly in promotional mix. 10
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