

**B.A. IN FASHION DESIGN  
(BAFD)**

**Term-End Examination**

**June, 2014**

**BFD-035 : RETAIL AND MARKETING**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : All questions are compulsory.*

1. (a) Define Marketing. What are the 4 P's of marketing essential for any business ?  
Discuss. 5+10=15
- (b) Explain any two most common formats of retail in India. Give relevant examples to support your answer. 10+5=15
- OR**
- How are customer's affected by good marketing ? Explain with relevant examples. 15
2. Explain in detail **any three** of the following : **20x3=60**
- (a) Differentiate between any two types of pricing strategies.
- (b) Define consumer behaviour. What are the factors influencing consumer behaviour. Discuss any two in detail.
- (c) What are the main functions of a store manager ?
- (d) Describe the impact of advertising on the customer.
- (e) Discuss the basic functions involved in merchandising and planning in a store.

3. Write a note on **any one** of the following : **10x1=10**
- (a) Explain the scenario of retail in India.
  - (b) What do you understand by market segmentation ? Explain by giving relevant examples.
  - (c) What do you mean by "Branding" in marketing ?
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