

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

Term - End Examination

June, 2011

BFW-005 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 70

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

1. What do you understand by marketing ? Explain the different concepts of marketing. 3+7=10
2. What do you understand by Marketing environment ? How does the politico-legal and technological environment of the country effect the organization ? 2+8=10
3. What do you mean by consumer behaviour ? How does the social and psychological factor affect the consumer buying behaviour ? 3+7=10
4. Explain the meaning and benefits of market segmentation. What are the basis of segmenting the market ? 3+7=10
5. What is a product and how it is different from services ? Classify the product on the basis of consumer product. 4+6=10

6. Define the term pricing. Discuss the steps of pricing procedure in detail. **2+8=10**
7. "Packaging is an important part of the product - offer". Discuss the statement. **10**
8. Examine the utility of advertising in the business world. Which type of media would you suggest for advertising the following products and why:- **6+4=10**
- (a) Books
 - (b) Soft Drinks
 - (c) Laptops
9. Discuss the different stages of Product Life cycle. Give example of 2 products at each stage of PLC in Indian market. **8+2=10**
10. What do you understand by middlemen ? Explain their various kinds and discuss their functions. **3+7=10**
11. What do you mean by market plan ? Write down the different elements of market plan. **2+8=10**
12. Write the short note on any *two* of the following : **5+5=10**
- (a) Marketing Mix
 - (b) Maslow theory of motivation
 - (c) Idea - Generating Techniques
 - (d) Direct Marketing
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