

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

Term End Examination

June, 2011

MFW-005 : MARKETING MANAGEMENT

Time : 3 hours

Maximum Marks : 70

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

1. Modern Marketing Concept is applicable to all business organisations irrespective of their size or the nature of the goods or services marketed. Give reasons for your answer. **10**
2. Define Marketing - Mix. What are its elements ? Explain Briefly. **2+2+6**
3. Explain with examples, the macro environmental factors that affect the marketing system of a modern organization. **10**
4. What is meant by reference group ? How these groups influence consumer buying behaviour ? **3+7**
5. What is the significance of New Product Development ? Why do new products fail in practice ? How can test marketing be helpful in launching new products ? **2+4+4**

6. It is often said that , middleman grow fat at the expense of both producers and consumers. Do you agree with this view point ? Give reasons for your answer. **10**
7. Consumers buy brands not products. Discuss the importance of branding in the light of the above statement with suitable examples of your choice. **10**
8. Discuss the significance of advertising as a promotion technique. What are the chief limitations of this technique ? How is it different from Publicity ? **4+3+3**
9. "Product packaging must be appealing in order to attract and hold the consumer's eye and attention". Explain the statement. What are the requisites of a good package ? **10**
10. Write the short notes on *any four* of the following : **4x2½=10**
- (a) Decision making process - stages.
 - (b) BCG Matrix.
 - (c) Mission Statement.
 - (d) Public Relations.
 - (e) Push and Pull strategy.
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