

[Total No. of Questions - 9] [Total No. of Printed Pages - 3]
(2125)

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B. Tech 7th Semester Examination
Apparel Marketing and Merchandising (NS)

TE-416

Time : 3 Hours

Max. Marks : 100

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

Note : Attempt five questions in total selecting one question from each of the section A, B, C and D and all subparts of the question in section E.

SECTION - A

1. Define the term marketing research. Explain the procedure for conducting marketing research. Discuss the importance of marketing research. (5+10+5=20)
2. Define the term demand. Discuss in brief quantitative method (any one) for determination of demand of a fast moving consumer product with special reference to scope of application, merits and demerits. Discuss the features of good marketing research. (2+10+8=20)

SECTION - B

3. Discuss the differences between Mass marketing and target marketing. Discuss in brief the various factors that influence the decision making for buying. Discuss the concept of Micro-marketing and Niche Marketing with suitable examples. (5+10+5=20)

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4. What do you mean by product life cycle? How do the sales and profit vary at the various stages of standard pattern product life cycle? Describe the various steps for development of New Product? (5+5+10=20)

SECTION - C

5. What do you mean by length and width of a product line? Discuss the various factors that influence the selection of product line. Explain with suitable examples how does packaging and labeling help in promotion and branding of a product. (2+8+10=20)
6. Discuss in brief the following pricing strategies with suitable examples.
 - (a) Psychological pricing strategy.
 - (b) Cost plus pricing strategy.
 - (c) Market skimming pricing strategy.
 - (d) Penetration pricing strategy.
 - (e) Value based pricing strategy. (5×4=20)

SECTION - D

7. What do you mean by distribution channel? Discuss in brief various functions performed by distribution channels. What do you mean by the term in bound logistics and out bound logistics? (5+10+5=20)
8. (a) What do you mean by merchandising? Discuss the various activities involved in product line planning. (2+8=10)
(b) What do you mean sourcing? Discuss its importance in apparel industry. Discuss the process of vendor evaluation. (2+3+5=10)

SECTION - E

9. Attempt all questions:

- (i) What do you mean by distributional channel?
- (ii) What is market segmentation?
- (iii) What is marketing mix?
- (iv) What do you mean by forward and reverse logistics?
- (v) What do you mean by transaction?
- (vi) What do you mean by length and depth of product line?
- (vii) What is marketing channel conflict?
- (viii) What do you mean by demographic market segmentation?
- (ix) What is premium pricing strategy?
- (x) What do you mean by product line development?

(10×2=20)