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16209(D) - 0 DEC 2016

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 all. Select one question from each section A, B, C, D. Section E is compulsory.

SECTION - A

1. Differentiate between selling and marketing concepts. How marketing system and marketing environment develop? (10+5+5=20)

2 Define procedure and characteristics of good marketing research. How current market demands measures & forcasting is being done. (10+5+5=20)

SECTION - B

3. Discuss marketing strategies for competitive market. How effective segmentation is derived? Explain with examples. (10+10=20)

4. What are the stages to develop new product? Explain product life cycle and stages of decision for buying process. (10+5+5=20)

SECTION - C

5. How product line analysis and decision done. What is line modernisation, featuring and pruning? (5+5+5+5=20)

6. What are branding challenges, brand name decision, brand building tools and brand strategies decision and brand asset management? (5+5+5+5=20)

SECTION - D

7. Differentiate between wholesale and retail marketing types, marketing decision and trends. (10+10=20)

8. What do you understand by material sourcing and selection for apparel industry? Discuss procedure for performance evaluation of fabric quality. (10+10=20)

SECTION - E

9. Attempt all question.

   (i) Explain marketing organization.

   (ii) Explain current and future demands.

   (iii) What do you mean by micro marketing?

   (iv) Discuss premium pricing strategies.

   (v) Explain dimension of product change.

   (vi) What do you mean by product line presentation?

   (vii) Explain nature and timing of merchandising responsibilities.

   (viii) Explain supply chain management.

   (ix) Discuss method of selection of fabric.

   (x) How you predict aesthetic quality of fabric? (10×2=20)