

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 & forecasting 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)