

**Exam. Code : 106003**

**Subject Code : 1629**

**BOD 3<sup>rd</sup> Semester (Fashion Design)**

**ADVERTISING AND MARKETING**

**Paper—VII**

Time Allowed—3 Hours]

[Maximum Marks—50

**Note :—** Attempt any **FIVE** questions. All questions carry equal marks.

1. Write short notes on any **two** of the following :
  - (a) Niche marketing
  - (b) Product life cycle
  - (c) Branding.
2. List down the major factors in company's micro-environment. Discuss with illustrations. How do they cast effect on marketing ?
3. How Product Branding does helps in working out the marketing policies ? Explain.
4. What are the major decisions made to make Direct Marketing more effective ? How does it affect the business growth ?

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5. Attempt any **two** of the following and explain with appropriate examples :
  - (a) Segmentation
  - (b) Societal concept of marketing
  - (c) Demographic segmentation.
6. What are the difference between target marketing and the market segmentation ? Explain the relationship.
7. What is the importance of materials, colour and dual use of packages and pre-testing of package in the package design policy ?
8. Explain the various aspects of advertising within marketing.

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