

Exam. Code : 106003

Subject Code : 1637

BOD (Fashion Design) 3rd Semester

Paper-VII : ADVERTISING & MARKETING

Time Allowed—3 Hours]

[Maximum Marks—50

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

1. What are the benefits of segmentation ? Explain in your own way. 10
2. What do you understand from the term marketing mix ? Explain the factors which are responsible for designing the appropriate marketing mix. 10
3. What is product life cycle ? How do you design strategy for different stages of product life cycle ? 10
4. What is the importance of Branding ? Explain the characteristics of the good brand names. 10
5. In your opinion how much the importance of good packaging ? Explain with suitable examples. 10
6. What are the major decisions, which affect the growth through direct marketing ? 10

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7. Write short notes on :

(1) Production Concept

(2) Product Life Cycle.

10

8. Discuss the following :

(A) Niche Marketing

(B) Marketing Concepts

(C) Selling Concepts.

10

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