

Exam. Code : 106003

Subject Code : 1629

BOD 3rd 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 ?

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.