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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
- 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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(Contd.)

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- 7. Write short notes on :
 - (1) Production Concept
 - (2) Product Life Cycle. 10

10

200

- 8. Discuss the following :
 - (A) Niche Marketing
 - (B) Marketing Concepts
 - (C) Selling Concepts.

What do you under hand from the term marketing mix Explain the factors which are keeped able for a signing the appropriate marketing mix.

- Wixat is product fit. Cycle 2 How do you design at a profor different tages a product late cycle 2 10
- What is the importance of Branding ? Explain the characteristic of the acceleration of the 10 december of th
 - In your opinion how studie the investment of good probabing? Further with suitable report pass.

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