

**Exam. Code : 106003**

**Subject Code : 1637**

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

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