

### SECTION-C

1. Write short notes on any **two** of the followings :
  - (i) Selling concepts
  - (ii) Marketing concepts
  - (iii) Product life cycle
2. What are the objectives of Product Branding ? Discuss the key decisions of Branding Strategies.

### SECTION-D

1. Do you think that the presentation on digital marketing and the packaging of the product matter to the end user ? If so, explain the phenomena.
2. What are the major decision made to make direct marketing more effective ? How does it affect the business growth ?

Exam. Code : 106003

Subject Code : 1475

**Bachelor of Design (BOD) 3<sup>rd</sup> Semester  
(Batch 2020-24) (Fashion & Textile Designing)**

**ADVERTISING & MARKETING**

**Paper-VII**

Time Allowed—3 Hours] [Maximum Marks—75

**Note :—**Attempt **FIVE** questions in all, selecting at least **ONE** question from each section. The **fifth** question may be attempted from any section. All questions carry equal marks.

### SECTION-A

1. Explain the 4 Ps and their sub elements and the factors for designing them.
2. List down the major factors in company's micro-environment. Discuss with illustrations. How do they cast effect on Marketing ?

### SECTION-B

1. Define the elements of marketing mix. Elaborate any two elements with suitable examples.
2. In the wake of New Emerging technologies, the development of new products is directly related. Discuss the various stages in the process of New Product Development.