

Exam. Code : 106003

Subject Code : 1502

**Bachelor of Design (BOD) 3rd Semester
(Fashion Design & Textile Designing)
ADVERTISING AND MARKETING**

Paper—VII

Time Allowed—3 Hours]

[Maximum Marks—75

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

1. What is Societal Marketing ? Explain the importance of same in current business environment.
2. Explain 4 P's and their sub-elements along with factors considered for designing them.
3. What is Segmentation ? Explain its importance in the marketing of goods and services.
4. How marketing strategies play an important role in different stages of Product Life Cycle ?
5. What is Branding ? Explain its importance in a business organization with real life example.
6. What is Product Packaging ? Explain the important decision areas of product packaging.

7. Explain the role of advertising in Marketing Mix with real life business examples.
8. Write short notes on any **THREE** :
 - (a) Direct Marketing
 - (b) New Trends in Packaging
 - (c) Digital Advertising
 - (d) Difference between Wholesalers and Retailers.