

- (v) What is Marketing Environment ?
- (vi) What is the importance of Branding ?
- (vii) What do you mean by demographic segmentation ?
- (viii) What do you mean by product line development ?
- (ix) What do you mean by visual merchandising ?
- (x) What is Market Research ?

Roll No. ....

Total Pages : 04

**J-21-0120**

**B. Tech. EXAMINATION, 2021**

Semester VI (CBCS)

APPAREL MARKETING AND MERCHANDISING

TE-609

*Time : 2 Hours*

*Maximum Marks : 60*

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*The candidates shall limit their answers precisely within 20 pages only (A4 size sheets/assignment sheets), no extra sheet allowed. The candidates should write only on one side of the page and the back side of the page should remain blank. Only blue ball pen is admissible.*

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**Note :** Attempt *Four* questions in all, selecting *one* question from any of the Sections A, B, C and D.  
Q. No. **9** is compulsory.

**Section A**

- 1.** Explain the concept of marketing management.  
Discuss the importance of marketing and tasks performed by a marketer. **15**

2. What do you mean by want and demand ? Discuss at least three methods for estimating market demand and mention their relative merits and demerits. **15**

### Section B

3. What do you mean by product life-cycle ? Discuss with a neat sketch a typical product life-cycle. What is the importance of studying product life-cycle ? **15**
4. Discuss the various factors that affect buying behaviour of consumers. What are the different bases for market segmentation ? **15**

### Section C

5. Discuss various pricing strategies that may be adopted by marketer. Why pricing is considered to be important marketing tool ? **15**
6. Discuss the following types of pricing strategy (any *two*) with suitable example :
- (i) Cost plus pricing strategy
  - (ii) Value based pricing strategy
  - (iii) Promotional pricing strategy
  - (iv) Target profit pricing strategy. **7½×2=15**

### Section D

7. What do you mean by material sourcing ? Discuss the importance of sourcing with special reference to apparel industry. Discuss, what are the factors to be considered selection of an organization for outsourcing ? **15**
8. Discuss the role of retailer and wholesaler in marketing. Define the following term with appropriate example (attempt any *three*) :
- (i) Out bound logistics
  - (ii) Inbound logistics
  - (iii) Forward logistics
  - (iv) Reverse logistics. **3×5=15**

### (Compulsory Question)

9. Attempt all sub parts : **1½×10=15**
- (i) Define the term Marketing Channel.
  - (ii) Define the term transaction. Give one example.
  - (iii) What do you mean by Niche Marketing ?
  - (iv) What do you mean by Mass Market ?