

Roll No.

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Total No. of Pages : 02

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B.Sc (TD) (Sem.-3)

APPAREL MARKETING & MERCHANDISING

Subject Code : BSTD-302-20

M.Code : 90408

Date of Examination : 14-12-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A** is **COMPULSORY** consisting of **FIFTEEN** questions carrying **TWO** marks each.
2. **SECTION-B** contains **SIX** questions carrying **TEN** marks each and students have to attempt any **THREE** questions.

SECTION-A

1. Write briefly :

- a) Define Marketing Environment.
- b) Apparel marketing.
- c) Define Marketing Mix.
- d) State **any two** types of Buyer Behaviour.
- e) Product Mix.
- f) State any two Pricing Objectives.
- g) State any two Types of Distribution Channel.
- h) Wholesaling.
- i) State two facets of Brand Identity Prism .
- j) Define Advertising in Marketing.
- k) Define objectives of Public Relations.
- l) Define Mechanising.

- m) Brand image.
- n) Brand Positioning.
- o) State two types of sales promotion.

SECTION-B

2. What do you understand by the term Consumer Market? Discuss the significance of Consumer Market?
3. **Explain the following :**
 - a) Positioning
 - b) Targeting
 - c) Segmentation.
4. Difference between Promotion Mix and Marketing Mix. Discuss the elements of the Promotion Mix in detail.
5. Discuss the functions and types of Public Relations in detail.
6. Difference between Brand Value and Brand Equity. What is the significance of Brand Value?
7. What do you understand by the term Brand Positioning? Discuss the steps to create Brand Positioning in detail.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.