

2032  
B. Voc. (Fashion Technology and Apparel Design)  
Third Semester  
FTD-304: Fundamentals of Marketing and Fabric Technology

Time allowed: 3 Hours

Max. Marks: 40

**NOTE:** Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.

X-X-X

I. Write short notes on the following:-

- a) Psychology pricing
- b) Marketing
- c) Branding
- d) Price skimming (4x2)

**UNIT - I**

- II. Explain Marketing and write in detail about nature and scope of marketing? (8)
- III. Write in detail about Product life cycle? (8)

**UNIT - II**

- IV. Explain in detail about External factors influencing pricing decision? (8)
- V. Write in detail about Market oriented pricing methods adopted for product pricing? (8)

**UNIT - III**

- VI. Explain Selective and Exclusive distribution system in detail? (8)
- VII. Write in detail about role of middle men in channel distribution and what is three level channel? (8)

**UNIT - IV**

- VIII. Write in brief about various stages of market research for identifying consumer demands? (8)
- IX. Write in detail about different types of surveys? (8)

X-X-X