

1129

B. Voc. (Fashion Technology and Apparel Design)**Third Semester****FTD-304: Fundamental 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. Fill in the blanks with suitable words or sentences:-

- a) Marketing can be defined as.....
- b) A Product Lifecycle depends on its.....
- c) Can result in the price of a product to go up or down.
- d) Pricing should include alllike and.....
- e) Distribution channels being used today are..... and:
- f) A middleman has to be
- g) Fashion garments these days have alife.
- h) A manufacturer must research the market so as to..... (8x1)

UNIT – I

- II. Discuss the need of Product Innovation. What determines a Product Lifecycle? (8)
- III. Discuss the meaning, nature and scope of marketing. (8)

UNIT – II

- IV. What are the factors that influence pricing decision of a product? (8)
- V. What are the various pricing strategies that manufacturer's use while selling products? (8)

UNIT – III

- VI. What is the role of a middle man in the marketing channel of a fashion industry? (8)
- VII. What are the four channels of distribution used in fashion retail Business? (8)

UNIT – IV

- VIII. Discuss the importance of market research for fashion business. (8)
- IX. What are the various types of surveys conducted in the fashion industry? (8)

x-x-x