

1128

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. I which is compulsory and selecting one question from each Unit.

x-x-x

I. Write short notes on the following:

- a) Marketing systems
- b) Pricing methods
- c) Role of middlemen
- d) Fashion change

(4x2)

UNIT – I

II. Write the meaning, nature and scope of marketing?

(8)

III. Explain the product life cycle with examples?

(8)

UNIT – II

IV. Explain the various factors influencing pricing decisions?

(8)

V. Explain the various pricing strategies?

(8)

UNIT – III

VI. What are the various distribution systems?

(8)

VII. What are the various channels of distribution? Write their functions?

(8)

UNIT – IV

VIII. Explain the various stages of marketing research process?

(8)

IX. Explain the various types of surveys?

(8)

x-x-x