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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. Explain the following in one or two lines only: -

- a) Marketing concept
- b) Cost oriented
- c) Scope of marketing
- d) Technological influence

(4x2)

UNIT - I

- II. Define marketing and elaborate on the stages of the product life cycle. (8)
- III. Discuss the various marketing systems, including the production concept, product concept, selling concept and societal marketing concept. (8)

UNIT - II

- IV. Discuss the factors influencing pricing decisions, both internal and external. (8)
- V. Explain pricing strategies such as price skimming and penetration pricing. (8)

UNIT - III

- VI. Describe the characteristics and functions of various channels of distribution, including direct, retail, wholesale, and agent channels. (8)
- VII. Differentiate between types of middlemen, along with their functions/roles. (8)

UNIT - IV

- VIII. Discuss the role of marketing research in studying consumer demand. (8)
- IX. Highlight the methods of surveys in understanding and responding to consumer needs. (8)

x-x-x