

B. Voc. (Fashion Technology and Apparel Design)
Third Semester
FTD-304: Fundamentals of Marketing & 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 a short note on :-

- a) Selling Concept
- b) Agent Channel
- c) Focus group
- d) Meaning of marketing

(4x2)

UNIT - I

II. What is product innovation? Discuss its need and method of development for variety. (8)

III. Briefly write about different marketing systems? Explain with suitable examples. (8)

UNIT - II

IV. Discuss cost orientated and market oriented pricing? How do internal factors influence pricing decisions? (8)

V. Briefly discuss pricing strategies and external factors influencing pricing decisions. (8)

UNIT - III

VI. Describe factors affecting the choice of channels of distribution. (8)

VII. What are various characteristics, role and functions of Middleman? (8)

UNIT - IV

VIII. Write a brief note on the stages of marketing research process. (8)

IX. What is the influence of economic situation and technological advancement on consumer demand and fashion marketing? (8)

x-x-x