

Exam Code: 1315
Sub. Code: 9248

2021
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 strategies
- c) Distribution system
- d) Consumer demand and fashion marketing (4x2)

UNIT – I

- II. What is the meaning and scope of marketing? (8)
- III. What is the need for product innovation? How is it carried on? (8)

UNIT – II

- IV. Explain the factors influencing pricing decisions. (8)
- V. Explain various pricing methods. (8)

UNIT – III

- VI. Describe various channels of distribution. (8)
- VII. Explain role of middleman in distribution channel. (8)

UNIT – IV

- VIII. Explain the importance and stages of marketing research. (8)
- IX. What is a survey? Explain different types of surveys. (8)

x-x-x