**B Design Specialization in Lifestyle Accessory Design Examination: October 2014 Semester: V**

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| **Day & Date** | **Semester** | **Subject Name** | **Time** | **Code** | **Max. Marks** |
| **Friday**  **10/10/2014** | **V** | **Marketing & Merchandising** | **11. 00 AM**  **to**  **01.30 PM** | **5306** | **75** |

**Instructions- 1. Attempt any 5 questions out of 7.**

**2. All questions carry equal marks**

**1. i)** What is marketing, also explain its importance? **(7.5 marks each)**

**ii)** Explain any seven differences between marketing & selling?

**2.** Write short notes on any three of the following: **(5 marks each)**

**a)** Production concept

**b)** Levels of channel of distribution

**c)** Personal selling

**d)** Target market

**e)** Societal-marketing concept.

**3.** What is branding, also explain the functions and process of branding? **(15 marks)**

**4.** Define product life cycle and discuss important stages in PLC? **(15 marks)**

**5.** Define marketing research, also explain the steps involved in marketing research?

‘OR’

What is marketing information system, also explain its importance. **(15 marks)**

**6.** What is market segmentation, also explain any three basis for market segmentation?

‘OR’

Explain the various objectives of pricing policy in detail?

**7.** What is merchandising and what are the roles of export merchandiser? **(15 marks)**