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B.Sc (FD) (2013 to 2017) (Sem.-3)

MARKET RESEARCH

Subject Code : BScFD-308

M.Code : 71791

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of FIFTEEN questions carrying TWO marks each.**
2. **SECTION-B consists of THREE Sub-sections : Units-I, II & III.**
3. **Each Sub-section contains TWO questions each, carrying TEN marks each.**
4. **Student has to attempt any ONE question from each Sub-section.**

SECTION-A

- 1. Attempt all questions in brief :**
- a) State any three functions of marketing.
 - b) Define fashion merchandising.
 - c) Why is pricing important?
 - d) Give the promotion techniques.
 - e) Define marketing concept.
 - f) What do you understand by personal selling?
 - g) Give the steps of product management.
 - h) What is marketing strategy?
 - i) What is the importance of decision making?
 - j) Define consumer profile.
 - k) Define Attitude.

- l) What is focus group interview?
- m) What is target marketing?
- n) What is Price Research?
- o) What are the methods of collection of secondary data?

SECTION-B

UNIT-I

- Q2. What do you understand by fashion marketing? State in detail the marketing concept and its characteristics.
- Q3. Discuss in detail about the importance of advertising. What are the various methods of advertising?

UNIT-II

- Q4. What is fashion marketing mix? Elaborate the following points in relation to marketing mix :
 - a) Product
 - b) Place
 - c) Price
 - d) Promotion
- Q5. What do you understand by marketing research? Discuss in detail the various techniques involved.

UNIT-III

- Q6. Define market segmentation. How is it done? State the process involved.
- Q7. Explain the type of customer characteristics used to define a target market.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.