

Total No. of Questions : 07

B.Sc.(FD) (2013 to 2017) (Sem.-5)
MARKETING & BUSINESS STRATEGY
Subject Code : BScFD-504
M.Code : 72545

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS 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 **ONE** question from each Unit.

SECTION-A

1. Explain briefly :
- a) Current trends in Apparel Industry.
 - b) Small scale sector- structure.
 - c) Meaning of Advertising.
 - d) Meaning of Brand.
 - e) Top retailing trends.
 - f) One case study of a major brand entity in apparel sector.
 - g) Human Resource Organisation.
 - h) “*One example of successful innovation*”. Explain.
 - i) Significance of distribution channels.
 - j) Meaning of Promotion.
 - k) Apparel Industry

- l) SWOT
- m) Brand Expansion
- n) Categories of stores
- o) Brand Building

SECTION-B

UNIT-I

- 2. Explain the structure of an organisation.
- 3. Discuss market research in detail.

UNIT-II

- 4. Explain the nuances of building a brand.
- 5. Discuss the process of selection of right distribution channel and management of channel.

UNIT-III

- 6. Discuss the organisational structure of an export house.
- 7. Discuss the major manufacturing issues and issues in mass scale.

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.