

Roll No.

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Total No. of Pages : 02

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**Q1. Answer briefly :**

- a) Indian Apparel industry
- b) Manufacturing issues
- c) Distribution trends policies
- d) Retail trends
- e) Brand expansion
- f) SWOT
- g) Organizational structure of apparel industry
- h) Consumer profiling
- i) Brand building
- j) Categories of stores
- k) Distribution channels

- l) Engineered garments
- m) Promotion & advertisement
- n) Evolution of retailing in India
- o) Marketing research

SECTION-B

UNIT-I

- Q2. What are the various sectors involve in apparel industry? Discuss the characteristics of each sector.
- Q3. Discuss the working system of major players of apparel industry.

UNIT-II

- Q4. What do you mean by brands? How companies maintain their brands?
- Q5. Discuss the role of distribution channels used in Indian apparel industry

UNIT-III

- Q6. Discuss the export scenario of Indian apparel industry.
- Q7. Give the overview of the apparel Industry in developed economics in detail.

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.