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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.**

