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Total No. of Pages : 02

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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.**