

Exam. Code : 111205

Subject Code : 3181

**Bachelor of Vocation (Textile Design and Apparel
Technology) 5th Semester**

INTRODUCTION TO MARKETING

Paper—II

Time Allowed—3 Hours]

[Maximum Marks—50

Note :— The paper consists of 8 questions. Attempt any
5 questions. 5×10=50

1. Define Marketing. Discuss the 4 P's of Marketing.
What all can be marketed ? Give examples from global market.
2. Discuss the nature and importance of marketing.
3. Define Fashion Forecasting. What are Fashion cycles ?
4. Discuss in detail the concept of Fashion Marketing planning.
5. How can the marketing research team analyse the buying behaviour of the consumers ?

6. Discuss the various stages of the PLC—Product Life Cycle.
- * 7. Is the role of celebrities and sportspersons in advertisement campaigns justified ? Give examples where celebrities endorse fashion brands.
8. Write short notes on the following :
 - (a) Departmental stores
 - (b) Discount retailer
 - (c) Direct selling
 - (d) Internet selling
 - (e) Catalogue selling.

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ENTERPRISE MANAGEMENT

Paper—V

Time Allowed—3 Hours]

[Maximum Marks—50

Note :— Attempt any 5 questions.

10×5=50

1. What are the various principles of Management ?
2. Explain meaning and objectives of accounting.
3. What are the various sources of finance ? Discuss in detail.
4. What are the external and internal forces that create a need to change ?
5. Discuss why changes are resisted by people.
6. Explain the meaning of event management and types of events.
7. What is role of public relations management in an organization ?
8. What do you understand by customer management ?
What are the various strategies of customer management ?