

Exam. Code : 111205

Subject Code : 4548

Bachelor of Vocation (Textile Design & Apparel Tech.)

5th Semester

INTRODUCTION TO MARKETING

Paper—II

Time Allowed—3 Hours] [Maximum Marks—50

Note :— The paper contains *eight* questions. Attempt any *five* questions ($5 \times 10 = 50$).

1. Define Marketing. Discuss the 4 P's of marketing. What all can be marketed ? Give examples from Indian market.
2. Discuss the nature and scope of marketing.
3. Define fashion. What are the factors influencing fashion market ?
4. What is a fashion market and discuss the marketing environment ?
5. Discuss the stages in a market research process. Give suitable examples from apparel industry.
6. Discuss the various stages of the PLC-Product Life Cycle. Give suitable example of a successful brand.

7. What is the difference between Marketing and Sales Promotion ? Discuss in detail, the techniques used in sales promotion.
8. Write short notes on the following :
- (a) Publicity campaigns
 - (b) Discount retailing
 - (c) Catalogue selling
 - (d) Malls
 - (e) Franchises.

Exam. Code : 111205

Subject Code : 4549

Bachelor of Vocation Textile Design & Apparel Tech.

5th Semester

ENTERPRISE MANAGEMENT

Paper—V

Time Allowed—3 Hours]

[Maximum Marks—50

Note :—Attempt any FIVE questions. 10×5=50

1. Define Management. Explain characteristics of management.
2. What do you mean by accounting ? Explain various concepts and conventions of accounting.
3. Is management science or art ? Discuss.
4. What do you mean by event management ? What are the various types of events ?
5. Define 'Change Management'. What are the principles of change management ?
6. What is the importance of event management ?
7. What do you mean by public relation management ? What is the role of public relation manager ?
8. What is the importance of finance in an organization ?