



- Notes : 1. All questions are compulsory.
2. All questions carry equal marks.

1. a) i) Write in detail about the classification of marketing. **8x2**
ii) Explain in detail. **=16**
a) Micro marketing environment.
b) Macro marketing environment.

OR

- b) What is the market research and write scope and importance of market research. **16**
2. a) Write in detail about development importance of fashion products. **8**
b) Define product mix and range planning. Explain product planning. **8**

OR

- c) Explain the term. **16**
i) Product line policies.
ii) Fashion and related life cycles.
3. a) Describe the role of fashion advertisement and agencies in market promotion. **8**
b) Write in detail about the objectives of sales promotion. **8**

OR

- c) Explain in detail fashion promotional programme for apparel marketing. **8**
d) What is the personal selling and explain it. **8**
4. a) Write in detail about the Global market and its participants in International marketing. **16**

OR

- b) Explain the role of multinational corporations bank and insures trading companies. **16**
5. Write short notes on **any four**. **4x4**
i) International pricing policy. **=16**
ii) Trends in marketing management.
iii) Product range planning.
iv) Personal selling.
v) Importance of international market place.
