

CS/B.TECH/APM/EVEN/SEM-6/APM-603/2017-18



**MAULANA ABUL KALAM AZAD UNIVERSITY OF  
TECHNOLOGY, WEST BENGAL**

**Paper Code : APM-603**

**APPAREL MARKETING AND MERCHANDISING**

*Time Allotted: 3 Hours*

*Full Marks: 70*

*The figures in the margin indicate full marks.  
Candidates are required to give their answers in their own words  
as far as practicable.*

**Group – A**

**(Multiple Choice Type Questions)**

1. Choose the most appropriate answer of the following questions:

1×10=10

- (i) Which of the following is not an element of 7 Ps of marketing mix ?  
(a) Place ☒ (b) Planning  
(c) People (d) Promotion
- (ii) In the decline stage of a product, its price is  
(a) Highest ☒ (b) Lowest  
(c) High (d) Moderate
- (iii) Which of the following is a geographic variable?  
(a) life style (b) sex  
☒ (c) climate (d) income
- (iv) How many stages are there in Product Life Cycle ?  
(a) 1 (b) 3  
(c) 2 ☒ (d) 4
- (v) Which of the following is the duty of a marketing manager?  
☒ (a) stay informed about new technologies (b) store decoration  
(c) booking orders (d) all

**Turn Over**

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(vi) Example(s) of family brand is/are

☒ (a) Lakme

(b) Maggi

(c) Thums up

(d) Both (b) and (c)

(vii) A market segment should be

☒ (a) measurable

(b) countable

☒ (c) Both (a) and (b)

(d) None of these

(viii) Carton consumption depends upon

☒ (a) length

(b) no. of ply

(c) Both (a) and (b)

(d) None of these

(ix) LED TVs are

☒ (a) convenience goods

(b) shopping goods

(c) durables

(d) non-durables

(x) A brand is a

(a) word

(b) mark

(c) logo

☒ (d) All of these

#### Group – B

##### (Short Answer Type Question)

Answer any three from the following:

5×3=15

- ☒ 2. Explain the various bases for market segmentation.
- ☒ 3. Give examples of various promotional packaging techniques.
- ☒ 4. How does packaging increase the appeal of a product?
5. Discuss the key roles of a merchandiser.
6. What are the criteria to be taken into account while choosing a brand name?

#### Group – C

##### (Long Answer Type Question)

Answer any three questions:

15×3=45

- ☒ 7. (a) What do you know about 7Ps of marketing?  
(b) What do you know about promotion mix?  
(c) Explain the importance of market segmentation.

6+5+4=15

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8. (a) What is visual merchandising? Why is it important?  
(b) Explain the various components of visual merchandising.  
(c) A 7ply carton has length 1m, width 60 cm and height 40 cm. Taking allowance of 6 cm along length and 4 cm along width, calculate the carton consumption for 800pcs carton box.  $3+6+6=15$

9. Read the following case carefully and answer the questions given at the end:  $6+3+6=15$

The denim garment market in India is around Rs. 2,000 crores and 75% to 80% of the market belongs to jeans pants. Growth is in the range of 20% annually. The "X" brand launched a new product range which are priced higher than a number of competing brands and also offered greater reliability and comfort. The brand is a market leader. "Y" was a follower brand priced below "X" and it has become a 450 crore brand. The brand also provided a 'secondary' differentiation by introducing a number of colours.

- (a) Explain the pricing strategy of brand 'Y' and its relevance to this situation.  
(b) What are the various other pricing strategies adopted by different companies?  
(c) Explain any two of them.  $6+3+6=15$

10. (a) What is marketing research?  
(b) Describe the process of marketing research.  
(c) How is the final report presented in marketing research?  $4+3+8=15$

11. Write short notes about *any three* of the following:  $5+5+5=15$

- (a) PLC  
(b) Cyber Marketing  
(c) MRP  
(d) Spec-sheet