

B.TECH DEGREE EXAMINATIONS: MAY/JUNE 2013

Eighth Semester

TEXTILE TECHNOLOGY

TTX214 : Textile Marketing

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 1 = 10 Marks)

1. The term marketing refers to:
 - a) new product concepts and improvements
 - b) advertising and promotion activities.
 - c) a philosophy that stresses customer value and satisfaction
 - d) planning sales campaigns
2. Which of the following is not an element of the marketing mix?
 - a) Distribution
 - b) Target market
 - c) Product
 - d) Pricing
3. _____ is the simplest model of consumer buying behaviour to understand, stressing how the consumer goes through six key stages in the acquisition process.
 - a) Memory
 - b) Theory of Planned Behaviour
 - c) Marslow Hierarchy of Need
 - d) Consumer Acquisition Model
4. The purchasing strategy is based on collaboration in research and development. This is called:
 - a) bargainer
 - b) clockwiser
 - c) adaptator
 - d) updator
5. This gives added value to products in an attempt to augment their products with values and associations that are recognized by and are meaningful to their customers:
 - a) a) Promotion.
 - b) Brand.
 - c) Product.
 - d) Price
6. This is a term used to refer to the process when a successful brand is used to launch a new product into a new market:
 - a) Brand leader.
 - b) Brand follower
 - c) Brand equity.
 - d) Brand extension
7. Retailing activities resulting in transactions that occur away from a fixed store location are referred to as:
 - a) Non-store retailers.
 - b) Convenience stores.
 - c) Department stores
 - d) Supermarkets

8. These are stores designed to kill off the competition and are characterized by narrow but very deep product assortment, low prices and few to moderate customer services:
- a) Speciality stores
 - b) Limited line retailers
 - c) Category killer stores
 - d) Superstores
9. _____ vary according to the number of units of goods made or services sold.
- a) Product assets
 - b) Price elasticity
 - c) Fixed costs
 - d) Variable cost
10. These are costs which do not vary according to the number of units of product made or service sold:
- a) Fixed costs.
 - b) Moving assets.
 - c) Working capital.
 - d) Fixed capital

PART B (10 x 2 = 20 Marks)

- 11. Define marketing Mix.
- 12. What do you mean by Market segmentation?
- 13. What is complex buying behaviour?
- 14. What is dissonance –Reducing buyer behaviour?
- 15. Define brand equity.
- 16. What do you mean by product life cycle?
- 17. Give any two differences between retailing and wholesaling.
- 18. What is nonstore retailing?
- 19. Define piece elasticity.
- 20. Define personal selling.

PART C (5 x 14 = 70 Marks)

21. a) Explain in detail the different type of market research and its applications in textile sector.

(OR)

- b) Explain the role of marketing in a Developing economy.

22. a) Explain the different models of consumer behaviour

(OR)

- b) Explain in detail the factors influencing consumer behaviour in textile marketing.

23. a) Explain with suitable block diagram the new product development in technical textile sector

(OR)

b) Explain in detail the branding and packaging decisions with special reference to textile products.

24. a) Explain different type of wholesaling and give their merits and demerits.

(OR)

b) Explain major retailer types with suitable examples

25. a) With suitable examples explain different sales promotion techniques adopted in textile marketing

(OR)

b) Explain in detail the sales forecasting techniques adopted in textile sector.
