



**B.TECH DEGREE EXAMINATIONS:APRIL 2015**

(Regulation 2009)

Eight Semester

**TEXTILE TECHNOLOGY**

TTX214: Textile Marketing

**Time: Three Hours**

**Maximum Marks: 100**

**Answer all the Questions:-**

**PART A (10 x 1 = 10 Marks)**

1. Marketing is the management process, responsible for \_\_\_\_\_ the needs of the customers profitably.
  - a) Identifying and anticipating
  - b) Identifying and satisfying
  - c) Anticipating and satisfying
  - d) Identifying, satisfying and anticipating
2. \_\_\_\_\_ is the process of gathering, analyzing and interpreting information about a product or service to be offered for sale.
  - a) Market research
  - b) Marketing plan
  - c) Market segmentation
  - d) Market mix
3. The consumer's five steps of adopting a new product refer to \_\_\_\_\_.
  - a) Awareness, promotion, evaluation, trial, adoption
  - b) Awareness, interest, evaluation, trial, adoption
  - c) Adoption, interest, evaluation, trial promotion
  - d) Awareness, interest, cash cows, trial, adoption
4. The psychological factors influencing consumer behavior are \_\_\_\_\_.
  - a) motivation, perception, learning, beliefs and attitudes
  - b) culture, subculture and social class
  - c) reference groups, family, roles and status
  - d) cultural, social and personal
5. \_\_\_\_\_ includes two aspects of a brand- its associations and personality.
  - a) Brand name
  - b) Brand image
  - c) Brand positioning
  - d) Brand relationship



22. a) Describe the various factors which influences the consumer buying behaviour.

**(OR)**

b) Sketch and explain the model of an Industrial buyer behaviour.

23. a) Explain in detail about the process involved in development of a new product.

**(OR)**

b) Define branding. Clarify the packaging decisions followed in textile marketing.

24. a) Distinguish between retailing and wholesaling with necessary examples.

**(OR)**

b) Elucidate the recent trends followed in retailing with references to textiles in India.

25. a) Explain the pricing policies and practices followed in textile marketing.

**(OR)**

b) Discuss in detail about the marketing communication process.

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