



B.TECH DEGREE EXAMINATIONS: APRIL /MAY 2016

(Regulation 2009)

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. When this factor is high in targeted market segmentation groups, the company needs to search for new users.
 - a) Mobility
 - b) Accessibility
 - c) Visibility
 - d) Segment durability
2. _____ is the starting point in the marketing concept.
 - a) Consumer
 - b) Seller
 - c) Manufacturer
 - d) Wholesaler
3. Which of the following are functions of packaging?
 - a) Cost effective and branding
 - b) Appeal and Sales
 - c) Convenience and introduction
 - d) Protection and performance
4. _____ is innovation stage in the life cycle of a product.
 - a) Maturity stage
 - b) Growth stage
 - c) Decline stage
 - d) Introduction stage
5. Procurement of goods is the function of _____.
 - a) Salesperson
 - b) Manufacturer
 - c) Retailer
 - d) Customer
6. _____ is the life-blood of marketing.
 - a) Improvement
 - b) Introduction
 - c) Innovation
 - d) Intelligence
7. _____ Wholesaler deals with consumer durables.
 - a) Single-line
 - b) General-line
 - c) General merchandise
 - d) Specialty

23. a) Explain about brand name and trade mark and its importance.

(OR)

b) Explain in detail about the new product development.

24. a) Elaborate on the various functions of retailers.

(OR)

b) Describe the recent trends in retailing and wholesaling with references to textiles.

25. a) Explain about the cyber marketing in recent scenario.

(OR)

b) Explain in detail about the importance of pricing policies and practices.
