

16286(D) - 0 DEC 2016

**B. Tech 8th Semester Examination**

**Marketing & Financial Management in Textiles (NS)**

**TE-421(c)**

**Time : 3 Hours**

**Max. Marks : 100**

*The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.*

**Note :** Attempt five questions in all. Selecting One question from each section A, B, C & D and section E is compulsory.

**SECTION - A**

1. Define the concept Marketing Management in detail. Also discuss the Product life Cycle by taking into the consideration Scooter Industry. (20)
2. Explain the concept Marketing Research. Also discuss the Process of Research in detail by taking suitable example. (20)

**SECTION - B**

3. Critically define the frame work of Retailing in Textiles. Also discuss in brief the Retail as Career. (20)
4. Explain the various factors affecting Retail pricing. Also discuss the types of Retail Pricing with the help of suitable examples. (20)

**SECTION - C**

5. Explain in detail the various elements of Costs by taking into consideration Textile Sector. (20)
6. Explain in detail the Mill Organization in conjunction with the Costing System. (20)

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**SECTION - D**

7. Define the role and concept of Costing Department in this Current era. Also discuss the characteristics of an Ideal Costing system. (20)
8. From the following calculate:

(a) Contribution (b) P/V Ratio (c) Break in point (in units as well in rupees) (d) Sales in units at the profit of Rs.40,000 (e) Margin of safety.

Fixed Expenses: Rs. 1,50,000

Variable Cost per unit: 10

Selling Price per unit: 15

Units Sold : 50,000 (20)

**SECTION - E (Compulsory)**

9. Explain the following :-

- (a) Promotion Mix
- (b) Cost Centre
- (c) Production Management
- (d) Sunk Cost
- (e) Grey fabrics in Textile Industry
- (f) Overheads
- (g) Advertisement Research
- (h) TQM
- (i) Opportunity Cost
- (j) Psychological Pricing

(10×2=20)