

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

00713

Term-End Examination

December, 2012

**BFWE-005 : INTRODUCTION TO MARKETING
AND MERCHANDISING**

Time : 3 hours

Maximum Marks : 70

Note : All question are Compulsory.

1. Give the basis of segmentation for the following 10
giving suitable examples:
 - (a) Garnier hair colour
 - (b) Shahnaz herbal skin care products
 - (c) Liberty coolers

2. Discuss in details the case of Bournvita and the 10
values on which they categorize their product.

3. Explain different roles of a manager in 15
management processes. Give examples.

4. Draw and explain a detailed chart depicting a 10
product life cycle preferably of a footwear.

5. What are the elements of fashion? Explain each one of them in detail. 10
 6. Compare and contrast urban fashion with rural fashion. Illustrate with at least five examples. 15
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