

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

00252

Term-End Examination

December, 2012

BFWE-014 : MARKETING BASIC

Time : 3 hours

Maximum Marks : 70

Note : *All questions are compulsory.*

1. Why 'Marketing mix' is important in marketing management ? Explain with reference to its components and sub-components. 15
2. "Controlling can be done if planning is appropriate". Justify your answer with appropriate examples. 15
3. Explain the various segmentation bases used by marketers, with suitable illustrations. Suggest suitable segmentation basis for 'sports shoes', giving reasons. 15
4. 'Packaging has a direct bearing on the consumer buying behaviour'. Explain with suitable examples. 15
5. Write short notes on 'Cyber marketing'. 10