

B.Sc FOOTWEAR TECHNOLOGY (BSCFWT)

Term-End Examination

December, 2012

BFWE-021 : MARKETING BASIC

Time : 3 hours

Maximum Marks : 70

Note : All questions are compulsory.

1. Define marketing. Why marketing is considered to be an important tool in service industries also ? **15**
 2. Define the term 'professional manager'. Discuss the various tasks performed by a professional manager in an organisation. **15**
 3. Define the term 'Promotion Mix'. Discuss the elements of promotion mix. **15**
 4. Explain the various steps in marketing research process. **15**
 5. Write short notes on the 4Ps of marketing. **10**
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