

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

Term-End Examination

December, 2012

BFWE-025 : MARKETING

00173

Time : 3 hours

Maximum Marks : 70

Note : *All questions are compulsory. Figures in the margin indicates marks.*

1. How does personality plays a role in consumer behaviour ? 20

2. Explain types of data and various sources of data referred to in marketing. Also mention the types of questions used in Market Research. 20

3. How does a customer role differentiate as a Buyer, and a Payer User in decision making for purchasing of an educational toy for a 5+ years old child ? 10

4. Explain Marketing environment with different factors effecting the environment. 20