

**M.Sc. FOOTWEAR TECHNOLOGY  
(MSCFWT)**

**Term-End Examination**

**December, 2012**

**MFW-030 : MARKETING MANAGEMENT AND  
MARKETING RESEARCH**

*Time : 3 hours*

*Maximum Marks : 70*

*Note : Attempt any seven questions in all. All questions carry equal marks.*

1. Explain the different forces in Marketing Environment. Why it is important for a marketer to study these forces ? 10
2. Explain the Consumer Decision making process with the help of an example. 10
3. Explain the various stages of product life cycle. What strategies marketer should follow for each stage ? 10
4. Discuss the various elements of promotion mix. 10
5. Describe the various marketing channels for consumer products. Also differentiate between Agent and Wholesaler. 10

6. What is market segmentation ? Explain the bases on which we segment the consumer market. 10
  7. Explain the advantages, disadvantages and sources of Primary Data. 10
  8. What is sampling ? Explain various types of probability and Non - probability sampling methods. 10
  9. Explain Exploratory, Descriptive and Experimental Research Designs. 10
  10. Write short notes on *any two* : 10
    - (a) PEST Analysis
    - (b) Ansoff market - Growth matrix
    - (c) BCG matrix
    - (d) Personal selling
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