

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

Term-End Examination

December, 2012

MFW-035 : MARKETING AND MERCHANDISING

Time : 3 Hours

Maximum Marks : 70

Note : Attempt all questions. All questions are compulsory

1. Explain on what basis segmentation is done. How does it contribute to marketing ? 20
2. Explain different steps in range building process and objective of each step. 15
3. Explain the following statement : 10
"Taste" is an individual preference.

OR

Fashion is evolution not revolution.

4. Explain different theories of fashion adoption with examples. 10

5. Write whether the following statements are **true** or **false**. Justify your answer with few examples.

- (a) Environment affects the fashion. **3x5=15**
 - (b) Painting and sculpture depicts clothing of their times.
 - (c) Good taste and timing in fashion are very important.
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