

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

Term-End Examination

00200

December, 2014

BFWE-014 : MARKETING BASIC

Time : 3 hours

Maximum Marks : 70

Note : *All questions are compulsory. All questions carry equal marks.*

1. Why is it important for a marketer to study Consumer Behaviour ? Why is it important for a marketer to reduce the situation of Cognitive Dissonance ? 10

2. Define the term Marketing Environment ? Explain the various factors that affect the working of an organisation. 10

3. Define the term Segmentation. Explain the various Segmentation Basics with the help of an example. 10

4. Explain the importance of developing new products. Differentiate between Test Marketing and Concept Testing. 10

 5. Discuss the factors which affect the price of a product. 10

 6. Explain the various Branding Strategies followed by a marketer of those strategies. 10

 7. Write short notes on the following : 2×5=10
 - (a) Packaging
 - (b) Labelling
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