

**B.Sc. IN LEATHER GOODS AND ACCESSORIES
DESIGN (BSCLGAD)**

00400

Term-End Examination

December, 2014

BFW-058 : MANAGEMENT – II

Time : 3 hours

Maximum Marks : 70

Note : *This question paper is divided into **three** Sections.
All sections are **compulsory**. Do not write
anything on the question paper.*

SECTION A

1. Fill in the blanks : *5×2=10*

(i) In the modern sense, emphasis of marketing is on _____ satisfaction.

- (a) production
- (b) consumer
- (c) business

(ii) Marketing creates _____ for goods and services.

- (a) awareness
- (b) demand
- (c) label

- (iii) Price of a product affects its _____ .
- (a) market
 - (b) sales
 - (c) business
- (iv) The scope of marketing is _____ .
- (a) unlimited
 - (b) limited
 - (c) little
- (v) Assembly of goods means bringing goods to a _____ place.
- (a) central
 - (b) selling
 - (c) making

2. State whether the following statements are *True* or *False* : 5×2=10

- (a) Marketing mix is a one time decision.
- (b) Marketing helps business in earning profits.
- (c) Product development means developing new and better products.
- (d) Marketing mix consists of four elements.
- (e) Marketing does not create goodwill for a firm.

3. Match the phrases of Column A with Column B :

5×2=10

Column A

Column B

- | | |
|--|-------------------------------|
| (a) Warehouses with cold storage arrangements | (i) Direct channel |
| (b) Manufacturer to consumer | (ii) Publicity |
| (c) Channels of distribution and Physical distribution | (iii) Components of place-mix |
| (d) Person/Agent between manufacturer and consumer | (iv) Middleman/ Intermediary |
| (e) No cost involved | (v) Perishable goods |

SECTION B

4. Explain briefly any *five* of the following : $5 \times 2 = 10$
- (a) Labelling
 - (b) Warehouse
 - (c) Perishable goods
 - (d) Marketing myopia
 - (e) Industrial Revolution
 - (f) Role of marketing in business and society
 - (g) Branding
5. Differentiate between any *three* of the following : $3 \times 4 = 12$
- (a) Advertising v/s Personal selling
 - (b) Marketing v/s Selling
 - (c) Inventory v/s Warehouse
 - (d) Internal factors v/s External factors
 - (e) Sales promotion v/s Publicity

SECTION C

6. Explain in detail any *three* of the following : $3 \times 6 = 18$
- (a) Product Life Cycle
 - (b) Break-even Analysis
 - (c) Tools of Promotion mix
 - (d) Importance of Packaging
 - (e) Traditional concepts of Marketing and Modern concepts of Marketing
 - (f) Maslow's Need Hierarchy theory
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