

**B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)**

**Term-End Examination**

00206

**June, 2016**

**BFWE-014 : MARKETING BASIC**

*Time : 3 hours*

*Maximum Marks : 70*

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**Note : All questions are compulsory.**

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1. Discuss the scope of marketing with suitable examples. 10
  
2. "Planning and controlling are the twins of management." Explain the relationship between planning and controlling with suitable examples. 10
  
3. Does a set of values play any role in marketing ?  
Give examples in support of your answer. 10
  
4. Explain the importance of range building in footwear industry. 10

5. Discuss the role of product, service, price, place and promotion in business with suitable examples. 10
  6. Explain market segmentation. Discuss how segmentation plays a role in any industry. 10
  7. Explain with the help of a case study, how does the knowledge of marketing and customer relationship management (CRM) help any industry. 10
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