

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

Term-End Examination

00416

June, 2016

BFWE-025 : MARKETING

Time : 3 hours

Maximum Marks : 70

Note : Attempt *all* the questions.

1. Explain briefly the basis of market research in the following products : 10
 - (a) Garnier hair care products
 - (b) Lakme products

2. "The customer role differentiates as Buyer, Payer and User in decision-making for purchasing of an educational toy for 5 plus years old kids." Justify the statement with suitable examples. 10

3. Describe the strategies adopted by the companies in introduction and maturity stages in the product life cycle (PLC) concept. 10

4. Evolution of customer relationship management (CRM) is continuously bringing a change in the field of marketing of goods. Give reasons in support of your answer. 10

5. What is marketing research ? How does collection of primary data differ from that of secondary data ? Explain with the help of suitable basis. 10

 6. Differentiate between suspect, prospect, advocate, client and customer in CRM. 10

 7. Why is it important to study consumer behaviour before launching a product in the market ? Explain the various marketing decisions based on this concept from the organisation's perspective. 10
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