

No. of Printed Pages : 4

BFW-058

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

Term-End Examination

00136

June, 2016

BFW-058 : MANAGEMENT – II

Time : 3 hours

Maximum Marks : 70

Note : All questions are compulsory.

1. Fill in the blanks with the help of the following words : 10×1=10

(fixation, demands, brands, taking, customer, technological, competition, consumer awareness, logical, business)

- (a) Marketing creates _____ for goods and services.
- (b) In the modern sense marketing is _____ oriented.
- (c) Role of marketing has become vital because of _____ changes and increased _____.
- (d) Marketing starts with identification of _____ needs.

- (e) Advertising creates _____ among consumers.
- (f) Pricing activity involves _____ of product prices.
- (g) Marketing occupies an important place in _____.
- (h) Marketing research is a _____ method of solving marketing problems.
- (i) Products are more identified by their _____ name.
- (j) Transport involves _____ goods from their place of origin to the place of their consumption.

2. State *True* or *False* for the following statements :

10×1=10

- (a) Marketing aims at providing consumer satisfaction.
- (b) Product development means production of goods.
- (c) Marketing does not create goodwill for firm.
- (d) Marketing helps business in earning profits.
- (e) Product development means developing new and better products.

- (f) Cost is the main consideration while setting the price of a product.
- (g) Government policies have no influence on the price fixation policy of a company.
- (h) Both internal as well as external factors affect price fixation.
- (i) Under cost-based approach, only the variable costs of a product are considered.
- (j) Competition-based approach of price fixation forces a company to supply the product at existing prices.

3. Given below are words in two columns A and B. You have to match the words in column A with words in column B so that the matched words describe an objective of marketing. Write the serial number of the words in column B against the matched words in column A :

$$4 \times 2 \frac{1}{2} = 10$$

<i>Column A</i>	<i>Column B</i>
(a) Consumer	(i) Development
(b) Product	(ii) Sales
(c) Earning	(iii) Profits
(d) Growth in	(iv) Satisfaction

4. Differentiate between any *two* of the following : $2 \times 5 = 10$
- (a) Advertising and Personal selling
 - (b) Traditional concept of marketing and Modern concept of marketing
 - (c) Promotional activities and Distributional activities
5. Explain any *two* of the following questions in brief : $2 \times 5 = 10$
- (a) Describe the role of marketing in business and society.
 - (b) Enumerate the objectives of marketing.
 - (c) Identify and explain various marketing activities.
6. Answer any *two* of the following : $2 \times 10 = 20$
- (a) Define Marketing Environment and explain micro and macro environment with the help of suitable examples.
 - (b) What is market segmentation ? What variables would you use while segmenting the market ?
 - (c) Explain the Product Life Cycle with the help of a suitable example.
-