

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

Term-End Examination

December, 2013

**BFWE-005 : INTRODUCTION TO MARKETING
AND MERCHANDISING**

Time : 3 hours

Maximum Marks : 70

Note : All questions are Compulsory.

1. How does idolizing affect the consumer buying behaviour in the fashion industry ? **10**
2. What kind of changes has the lack of leisure time brought in the fashion industry ? **10**
3. Write a brief note on the evolution of the fashion industry. **15**
4. 'In the absence of planning, things are left to change.' What significance does this statement hold in the present day business context ? Discuss. **10**
5. 'Segmentation is an important activity to be carried out in footwear sector'. Is the statement true or false ? Justify your answer with the examples. **25**