

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

Term-End Examination

December, 2013

BFWE-021 : MARKETING BASIC

Time : 3 hours

Maximum Marks : 70

Note : All questions are compulsory.

1. Explain how the information collected from segmentation of a population can be used in marketing process. **15**
2. Briefly explain the role of organising and controlling in marketing management process. **15**
3. Explain promotion mix with the help of a case. Also give the components helpful in understanding the promotion in a product based industry. **15**
4. Why Market Research is considered to be an important tool in making market and product related decisions ? **15**
5. Discuss in detail how a marketing manager plays a role in footwear industry. List the tasks carried out by marketing manager also. **10**