

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

**Term-End Examination**

**December, 2013**

**BFWE-029 : MARKETING BASIC**

*Time : 3 hours*

*Maximum Marks : 70*

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*Note : All questions are compulsory.*

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1. Discuss the principles of Henry Fayol in management. Also explain their relevance in today's world. 15
2. Define marketing. Why marketing is considered to be an important tool in service industry also ? 15
3. Define the term 'professional manager'. Discuss the various tasks performed by a professional manager in an organization. 15
4. Define the term 'Promotion Mix'. Discuss the elements of promotion mix. 15
5. Explain the various steps in marketing research process. 10