

**M.Sc. FOOTWEAR TECHNOLOGY
(MSCFWT)**

Term-End Examination

December, 2013

**MFW-030 : MARKETING MANAGEMENT AND
MARKETING RESEARCH**

Time : 3 hours

Maximum Marks : 70

Note : *Attempt any seven questions and all questions carry equal marks.*

1. Define Marketing Environment. Explain how Social and Technological factors affect the organisation. 10
2. Explain the consumer buying process with the help of examples. 10
3. What are the different approaches of targeting ? Which approach is best suited for an organisation ? 10
4. Explain the various stages of product life cycle and how product life cycle helps a marketer in making strategies. 10

5. What do you mean by the term Branding ? Explain the various branding strategies. 1
 6. Why market intermediaries are important ? Explain the various functions performed by whole sellers as market intermediaries. 1
 7. Explain the market Research process. Also explain the importance of each step. 1
 8. Define the term Research design. Differentiate between descriptive and experimental research design. 1
 9. What do you mean by sampling ? Explain the probabilistic sampling method. 1
 10. Write short notes on *any two* of the following : 1
 - (a) BCG matrix
 - (b) Publicity
 - (c) Sales promotion
 - (d) Primary data
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