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BFWE-005

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

Term-End Examination

December, 2015.

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

Time : 3 hours

Maximum Marks : 70

Note : Answer any *seven* questions. All questions carry equal marks.

1. Explain market segmentation. What is the basis of doing segmentation for Oxford shoes ? 10
2. "Kids' demands affect fashion." Justify the statement with examples. 10
3. "Planning and control are the twins of management." Elaborate. Also explain the relationship between planning and control with suitable examples. 10
4. How do people, time and place affect the fashion industry ? Give examples in support of your answer. 10

5. Give the basis of segmentation for the following, giving suitable examples : 10
- (a) Garnier hair colour
 - (b) Shahnaz herbal skin care products
 - (c) Liberty shoes
6. Discuss in detail the case of Bournvita and the values on which they categorise their product. 10
7. Explain different environmental factors involved in marketing of a product. Support your answer with the help of a suitable case. 10
8. Describe 'Product Mix' with the help of examples. Also give the elements involved in it. 10
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