

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)**Term-End Examination****December, 2015****BFWE-014 : MARKETING BASIC***Time : 3 hours**Maximum Marks : 70*

Note : All questions are **compulsory**. All questions carry equal marks.

1. Explain on what basis segmentation is done and how does it contribute in marketing. 10

2. Explain different steps in range building process and the objectives of each step. 10

3. How does the knowledge of marketing and customer relationship management (CRM) help in the footwear industry ? Explain with the help of a case study. 10

4. Discuss marketing mix with all its sub-components. 10

5. Describe various roles of a manager in the management processes. 10
6. Define the basis of segmentation for the following : 10
- Garnier hair colour
 - Liberty coolers
7. Why is it necessary to build a range in products ? Also explain various steps involved in this process. 10
-