

**B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)****Term-End Examination****December, 2015****BFWE-021 : MARKETING BASIC***Time : 3 hours**Maximum Marks : 70*

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

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1. Explain the concept of marketing and discuss its importance in accomplishing the objectives of modern organisations. 10
2. In spite of secondary data available in abundance, what makes a manager rely on the collection of primary data for marketing decision ? Elaborate with suitable examples. 10
3. Middlemen and their functions form an essential aspect of marketing channels. Discuss with suitable examples. 10
4. Discuss the factors that are major determinants of promotional mix of an organisation. 10

5. Why do many firms use a family brand ? What are the risks associated with this strategy in case the new product is sub-standard ? 10
  6. Explain how the information collected from segmentation of a population can be used in the marketing process. 10
  7. Why is Market Research considered to be an important tool in making market and product related decisions ? 10
  8. Discuss the distinctive characteristics of services and explain their implications for effective marketing. 10
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