

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)**Term-End Examination****December, 2015****BFWE-025 : MARKETING***Time : 3 hours**Maximum Marks : 70***Note :** *Attempt all the questions.*

1. Why is it important for companies to understand consumers before making any product-related decisions ? How does marketing environment affect consumer behaviour ? 10
2. Explain marketing and customer relationship management (CRM) with the help of suitable examples. 10
3. How do the decisions change in the growth and decline stages in product life cycle (PLC) concept by the companies ? 10
4. Explain briefly the customer's role as Payer, Buyer and User in decision-making. Also consider the values of a product and their decision-making. 10

5. Describe the segmentation process in the following products : 2×10=20
- (a) Oxford shoes
 - (b) Reliance Fresh products
6. How does customer development process take place in customer relationship management (CRM) ? 10
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