

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)**Term-End Examination****December, 2015****BFWE-029 : MARKETING BASIC***Time : 3 hours**Maximum Marks : 70*

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

1. Why is it important for an organisation to study consumer behaviour ? Explain the factors that affect the consumer's buying behaviour. 10
2. What is meant by the term 'promotion' ? Differentiate between direct selling and personal selling with the help of suitable examples. 10
3. Explain the different stages of product life cycle with suitable examples. 10
4. Define the term 'marketing environment'. Explain various environmental forces that affect the working of an organisation. 10

5. Explain the term 'Branding'. What are the various branding strategies followed by a marketer ? 10
6. Discuss the different pricing strategies which a marketer can follow for a new product. 10
7. Write short notes on the following : 5+5
- (a) Dual Distribution
 - (b) Labelling
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