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**BFW-058**

**B.Sc. IN LEATHER GOODS AND ACCESSORIES  
DESIGN (BSCLGAD)**

**Term-End Examination**

**December, 2015**

**BFW-058 : MANAGEMENT – II**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. Define the following terms :

$$4 \times 3 \frac{1}{2} = 14$$

- (a) Direct marketing
- (b) Sales promotion
- (c) Advertising
- (d) Branded product

2. (a) Describe Maslow's Need Hierarchy theory of motivation.

- (b) What do you understand by 'Product Life Cycle' ? Discuss with suitable examples.

$$2 \times 7 = 14$$

3. (a) What are the different elements of market plan ? Explain each in brief.
- (b) Identify and explain various marketing activities.  $2 \times 7 = 14$
4. (a) Describe the role of marketing in business and society.
- (b) Differentiate between 'traditional concept of marketing' and 'modern concept of marketing'. Give suitable examples to support your answer.  $2 \times 7 = 14$
5. (a) Describe the evolution of marketing.
- (b) Differentiate between micro and macro environment.  $2 \times 7 = 14$
6. (a) What do you understand by market segmentation and market targeting ? Explain the purpose of each of these.
- (b) Differentiate between advertising and personal selling. Discuss the advantages and limitations of these two.  $2 \times 7 = 14$

7. Write short notes on the following :

$$4 \times 3 \frac{1}{2} = 14$$

- (a) Marketing Framework
  - (b) Marketing Research
  - (c) Value Addition
  - (d) Business Ethics
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