

**M.Sc. FOOTWEAR TECHNOLOGY  
(MSCFWT)**

**00441 Term-End Examination**

**December, 2015**

**MFW-030 : MARKETING MANAGEMENT AND  
MARKETING RESEARCH**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. Explain the steps involved in strategic marketing planning. 10
2. What are the different approaches of targetting ? Which approach is best suited for an organization ? 10
3. What is marketing channel ? Describe various types of marketing channels for achieving consumer goals. 10
4. What is personal selling ? How is it different from direct selling ? Explain with suitable examples. 10

5. Explain how does a BCG matrix helps a marketer in allocation of resources. 10
  6. Why is it important for a marketer to study the economic and demographic factors while taking decisions ? 10
  7. Explain shopping goods and speciality goods with the help of an example. 10
  8. Differentiate between probability and non-probability sampling. 10
  9. Differentiate between primary data and secondary data in research activities. 10
  10. What precautions should a researcher take while preparing a research report ? 10
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