

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

**Term-End Examination**

**December, 2015**

**MFW-035 : MARKETING AND MERCHANDISING**

*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. "Price and Religion are important to fashion."  
Explain with the help of suitable examples. 14
2. Discuss the importance of fashion merchandising in the footwear industry. 14
3. "Planning and Control are twins of management."  
Justify the statement with examples. 14
4. Explain the role of colours in the fashion industry. 14
5. Explain the classification of fashion with suitable examples. 14

- 6.** How can the knowledge of marketing and CRM help you in footwear industry ? Explain with the help of a case study.

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