

**M.Sc. FOOTWEAR DESIGN AND PRODUCTION  
(MSCFDP)**

**Term-End Examination**

00653

**December, 2016**

**MFR-007 : MARKETING MANAGEMENT AND  
MARKET RESEARCH**

*Time : 3 hours*

*Maximum Marks : 70*

**Note :**

- (i) Attempt any **five** questions.
- (ii) All questions carry equal marks.

- 
1. Write short notes on any **two** of the following :  $2 \times 7 = 14$ 
    - (a) BCG Matrix
    - (b) Porter's Five Force Model
    - (c) SWOT Analysis
  2. What is Marketing Environment ? Explain the various forces in marketing environment. 14
  3. Describe the various stages of Product Life Cycle. Explain the various strategies followed by a marketer in each stage.  $2 \times 7 = 14$
  4. What is advertising ? How is it different from sales promotion ? 14

5. Explain the Marketing Research process. 14
6. What are primary data and secondary data ?  
Explain their advantages and disadvantages. 14
7. Write short notes on any *two* of the following :  $2 \times 7 = 14$
- (a) Interview Method
  - (b) Observation Method
  - (c) Likert Scale
8. What is sampling ? Explain two broad types of sampling techniques. 14
-