

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

Term-End Examination

00301

December, 2017

BFWE-014 : MARKETING BASIC

Time : 3 hours

Maximum Marks : 70

Note : Answer any **seven** questions. All questions carry equal marks.

1. Discuss the scope of marketing with suitable examples. 10

2. Why is it important for a marketer to study consumer behaviour ? Why is it important for a marketer to reduce the situation of cognitive dissonance ? 10

3. Define the term Targeting. Explain the various targeting approaches followed by a marketer. 10

4. Define the term Marketing Environment. Explain the various factors that affect the working of an organisation. 10

5. Explain the importance of the range building process in the footwear industry. 10
6. How does the knowledge of marketing and customer relationship management (CRM) help in the footwear industry ? Explain with the help of a case study. 10
7. Explain the different branding strategies. 10
8. Discuss the process of New Product Development with relevant examples. 10
9. Discuss Marketing Mix with all its sub-components. 10
10. Write short notes on the following : 2×5=10
- (a) Penetration Pricing
- (b) Packaging
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