

**B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)**

**Term-End Examination**

00121

**December, 2017**

**BFWE-021 : MARKETING BASIC**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. Explain the concept of marketing and discuss its importance in accomplishing the objectives of modern organisations. 10
  
2. Why do many organisations use a family brand ? What are the risks associated with this strategy in case the new product is sub-standard ? 10
  
3. Why do most of the companies prefer to carry out Market Research or Marketing Research before launching a product in the market ? 10
  
4. Discuss in detail how a marketing manager plays a role in the footwear industry. Also list the tasks carried out by a marketing manager. 10

5. Explain marketing mix with the help of a case study of your own choice. 10
  
  6. Explain the significance of developing new products. Differentiate between test marketing and concept testing. 10
  
  7. How can the product life cycle be utilized as a tool to plan market share strategies ? Discuss. 10
  
  8. Explain the various factors which affect the price of a product. 10
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