

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

Term-End Examination

December, 2017

00101

BFWE-025 : MARKETING

Time : 3 hours

Maximum Marks : 70

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

1. Why is it important for companies to understand consumers before making any product-related decisions ? How does marketing environment affect consumer behaviour ? 10

2. How do the decisions change in the growth and decline stages in Product Life Cycle (PLC) concept by the companies ? 10

3. Discuss in detail the various areas of application of marketing research. 10

4. Discuss the ways in which physical goods are different from services. Explain the above differences with the help of suitable examples. 10

5. What is Market Segmentation ? Explain the factors on which segmentation is based. 10

6. A marketer intends to market the following products using cyber marketing :

(a) Books

(b) Premium shirts

Discuss the advantages and the challenges likely to be faced by the marketer. 10

7. Discuss the factors which govern the selection of appropriate distribution channel. 10

8. What are the elements of Promotion Mix ? Discuss the relative advantages and disadvantages of each one of them. 10

9. How does personality play an important role in consumer behaviour ? 10

10. Write short notes on the following : $4 \times 2 \frac{1}{2} = 10$

(a) Impact of Internet on Marketing

(b) Marketing Environment

(c) Physical Distribution Tasks

(d) Decision-Making
