MFW-030

M.Sc. FOOTWEAR TECHNOLOGY (MSCFWT)

Term-End Examination

00450

December, 2017

MFW-030 : MARKETING MANAGEMENT AND MARKETING RESEARCH

Time : 3 hours   *Maximum Marks : 70*

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

1. Describe how technology and legal factors affect the marketing activities of a firm.   *10*

2. Discuss the Ansoff's Product-Market Expansion Matrix.   *10*

3. What is a Marketing Channel ? Describe various types of marketing channels for achieving consumer goals.   *10*

4. Explain the process of developing a new product, with the help of a suitable example.   *10*

5. Explain why a marketer should focus on packaging. What are the benefits of good packaging ? *10*

6. Differentiate between primary data and secondary data in research activities. *10*

7. Define the term Cognitive Dissonance. Why is it important for a marketer to reduce the situation of cognitive dissonance. *10*

8. What is Sampling ? Explain any two types of sampling techniques. *10*

9. Explain how a BCG matrix helps a marketer in allocation of resources. *10*

10. Write short notes on any *two* of the following : *2×5=10*

   (a) Descriptive Research Design

   (b) Sales Promotion

   (c) Strategic Market Planning