

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

00526

Term-End Examination

June, 2012

**BFWE-005 : INTRODUCTION TO MARKETING
AND MERCHANDISING**

Time : 3 hours

Maximum Marks : 70

Note : All questions are compulsory.

1. Explain the scope of marketing with examples. 10
2. "Planning and Control are the twins of management". Explain the relationship between planning and control with suitable examples. 15
3. Do values play role in marketing ? Give examples in support of your answer. 10
4. How does a product life cycle in fashion industry affect the buying of a footwear ? If so, explain giving examples. 10
5. How do people, time and place affect the fashion industry ? Give examples in support of your answer. 10

6. Define the following : (*any five*)

3x5=15

- (a) Classic
 - (b) Fad
 - (c) Mass fashion
 - (d) Culture
 - (e) Silhouette
 - (f) High fashion
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