

00655

**M.Sc. FOOTWEAR TECHNOLOGY
(MSCFT)**

Term-End Examination

June, 2012

MFW-035 : MARKETING AND MERCHANDISING

Time : 3 Hours

Maximum Marks : 70

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

1. Explain the duties and responsibilities of a Merchandiser. 10
2. Who are Innovators ? Discuss any two Innovators and their contribution. 2x5=10
3. Explain how does the business of fashion happen ? What is the importance of fashion merchandising in foot wear industry ? 2x5=10
4. Write short notes *any two* of the following : 2x5=10
 - (a) Trickle - up theory
 - (b) Trend
 - (c) Fashion
 - (d) Taste
 - (e) Classic

5. Describe the stages in Range Building system. 10
6. What is segmentation ? On what basis the segmentation of the following is done ? 10
- (a) Garnier hair colour
 - (b) Liberty cooler
7. Explain origin of CRM and its importance. 10
8. Why intangible values play a major role in marketing and how will you justify the role of values in footwear industry ? 10
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