

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

**Term-End Examination**

**June, 2013**

**BFWE-014 : MARKETING BASIC**

*Time : 3 hours*

*Maximum Marks : 70*

*Note : All questions are compulsory.*

1. Explain the role of product, price, place and promotion of a product in business with suitable examples. 15
2. "Planning and controlling are twins of management". Explain the relationship between planning and control with suitable examples. 15
3. Explain the various segmentation bases used by marketers, with suitable illustrations. Suggest suitable segmentation basis for the leather goods, giving reasons. 15
4. Explain the steps in selling process for a new product in the market, with reference to leather goods. 15
5. Explain 'make or buy decision with the help of suitable example. 10