

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

00257

Term-End Examination

June, 2014

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

Time : 3 hours

Maximum Marks : 70

Note : All questions are compulsory.

1. Explain different environmental factors involved in marketing of a product. Support your answer with the help of a suitable case. 10
2. Give the basis of segmentation for a casual shoe. 15
3. Explain 'Product Mix' with the help of examples. Also give the elements involved in it. 10
4. Explain the growth of footwear in a fashion industry perspective. 10
5. Demonstrate an understanding of fashion terminology. Identify the types of fashion designers and explain their role. 15
6. Explain the fashion acceptance curve of the society having a pyramid type of hierarchy. 10