

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

Term-End Examination

00016

June, 2016

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

Time : 3 hours

Maximum Marks : 70

Note : All questions are compulsory.

1. Write a brief note on the evolution of the fashion industry. 15
2. How does idolizing affect the consumer buying behaviour in the fashion industry ? Explain with the help of suitable examples. 10
3. What kind of changes has the lack of leisure time brought in the fashion industry ? Explain with suitable examples. 10
4. Explain different environmental factors involved in the marketing of a product. Support your answer with suitable cases. 10

5. Give the basis of segmentation for a casual shoe. 15
6. Explain 'Product Mix' with the help of examples.
Also give the elements involved in it. 10
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