

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

Term-End Examination

00374

June, 2017

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

Time : 3 hours

Maximum Marks : 70

Note : Answer any **seven** questions. All questions carry equal marks.

1. What is 'environment' in the context of marketing management ? Explain how demographic and political factors affect the working of an organisation. 10
2. Explain the basis of segmentation for a casual shoe in the footwear industry. 10
3. Differentiate between personal selling and sales promotion with suitable examples. 10
4. Explain the concept of marketing mix with a case explaining about the sub-components. 10

5. Draw and explain a detailed chart depicting a product life cycle, preferably of a footwear industry. 10

 6. What are the different ways in which the retailers communicate fashion to the consumers ? Explain. 10

 7. What are the elements of fashion ? Explain each of them in detail. 10

 8. Compare and contrast urban fashion with rural fashion. Illustrate with five examples. 10

 9. What is the difference between merchandising and marketing ? Who is a merchandiser ? What are his/her basic roles and responsibilities in merchandising ? 10
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