

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

**Term-End Examination**

**June, 2017**

00024

**BFWE-014 : MARKETING BASIC**

*Time : 3 hours*

*Maximum Marks : 70*

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**Note :** *All questions are **compulsory**. All questions carry equal marks.*

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1. Define the term Marketing. Differentiate between Marketing and Sales. 10
  
2. Explain the steps involved in strategic marketing planning. 10
  
3. Explain the four business units in the BCG matrix. What are the strategies which an organisation should follow for each business unit ? 10
  
4. Explain the consumer decision-making process with the help of an example. 10

5. Describe the concept of product life cycle. Explain the strategies followed by a marketer in each stage of product life cycle. *10*
6. Explain the concept of skimming and penetration pricing strategies adopted by an organisation. *10*
7. What is marketing channel and marketing intermediary ? Describe the four types of marketing channels used by an organisation for consumer goods. *10*
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