

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

00034

**Term-End Examination**

**June, 2017**

**BFWE-021 : MARKETING BASIC**

*Time : 3 hours*

*Maximum Marks : 70*

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**Note :** *All questions are compulsory.*

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1. How does the value of a product support marketing in various brands ? Give reasons in support of your answer. 10
  
2. Explain different roles of a manager in the management processes. 15
  
3. "Product mix and promotion mix are two important components of the marketing mix." Justify the statement with suitable examples. 15
  
4. Explain the scope of marketing in different industries with suitable examples. 10

5. What is market segmentation ? Why is it important to carry out this exercise before planning strategy ?

20

