

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

**Term-End Examination**

**June, 2017**

**00124**

**BFWE-025 : MARKETING**

*Time : 3 hours*

*Maximum Marks : 70*

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**Note :** Attempt *all* questions.

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1. Define the term “customer relationship management”. Explain the steps in customer development process. 10
  
2. Discuss the importance of market research in the footwear industry. Explain the process of market research with the help of suitable examples. 10+10
  
3. Why is it important to know and understand the personality of a consumer before launching a product in a segment ? Explain. 10
  
4. In the decision-making process of purchasing a toy, how do customer roles differentiate as buyer, user and payer ? Explain. 15

5. (a) Discuss the various factors affecting the marketing environment in the footwear industry. 10
- (b) Differentiate between open-ended questions and close-ended questions. 5
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