

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

Term-End Examination

June, 2017

00454

BFWE-029 : MARKETING BASIC

Time : 3 hours

Maximum Marks : 70

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

1. Explain the importance of marketing. How is the concept of marketing different from production and sales concept ? 10
2. Explain how economic and demographic factors affect the organisation's working. 10
3. Describe the four business units in the BCG matrix with example. 10
4. Why is it important for a manager to study the consumer buying process ? Discuss. 10
5. Explain the various branding strategies with suitable examples. 10

6. Explain the objectives of pricing with suitable example. 10

 7. What is Promotional Mix ? Explain the elements of promotional mix with suitable examples. 10
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