

**B.Sc. IN LEATHER GOODS AND ACCESSORIES
DESIGN (BSCLGAD)**

Term-End Examination

June, 2017

00254

BFW-058 : MANAGEMENT – II

Time : 3 hours

Maximum Marks : 70

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

1. Define the term Marketing Environment. Explain in detail the factors which affect the marketing activities of an organisation. 10
2. What is the importance of BCG ? How does it help a manager in allocating his scarce resources efficiently ? 10
3. What is segmentation ? What are the basis on which consumer markets can be segmented ? 10
4. Why is it important for a marketing manager to study product life cycle ? Explain the different stages of product life cycle with suitable example. 10

5. Define the term Branding. What are the various branding strategies followed by a marketer in an organisation ? 10

 6. What is price ? What are the factors which affect the pricing decision of a product in an organisation ? 10

 7. Explain the various types of distribution channels available for selling consumer goods in a market. 10

 8. What is targeting ? Explain the various targeting approaches with examples. 10

 9. Explain in detail the process of developing a new product for consumer market. 10
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