

**B.Sc. FOOTWEAR DESIGN AND
PRODUCTION (BSCFWP)**

Term-End Examination

00374

June, 2017

**BFR-038 : INTRODUCTION TO MARKETING AND
MERCHANDISING**

Time : 3 hours

Maximum Marks : 70

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

1. Explain the different stages of product life cycle with the help of an example. 10
2. Explain the importance of Porter's five forces model in the analysis of footwear industry. 10
3. Discuss the significance of Segmentation, Targeting and Positioning in a company's marketing strategy ? 10
4. What do you mean by the term Promotion ? Differentiate between personal selling and direct selling. 4+6=10

5. Explain the term "Branding". What are the various branding strategies followed by a marketer ? $3+7=10$
6. Distinguish between the following : $2 \times 5 = 10$
- (a) Retail merchandising and Export merchandising
- (b) Buying and Merchandising
7. What do you mean by a buying house ? Discuss the advantages of hiring the services of a buying house. $2+8=10$
8. What factors should be kept in mind while designing a window ? Describe, through examples, various types of window display. $4+6=10$
9. Define "Sourcing". Explain the process of sourcing. 10
10. Explain the five R's of Retail Merchandising with the help of suitable examples. 10
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