

**M.Sc. FOOTWEAR TECHNOLOGY
(MSCFWT)**

Term-End Examination

June, 2017

00210

**MFW-030 : MARKETING MANAGEMENT AND
MARKETING RESEARCH**

Time : 3 hours

Maximum Marks : 70

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

1. Write short notes on any *two* of the following : $2 \times 5 = 10$
 - (a) BCG Matrix
 - (b) Porter's Five Force Model
 - (c) SWOT Analysis
 - (d) Personal Selling

2. Define marketing. Explain the different elements of marketing. 10

3. Explain Ansoff's Product-Market Expansion matrix with the help of examples. 10

4. What do you mean by the term Branding ? Explain various branding strategies, with the help of examples. 10
 5. Describe the various stages of product life cycle with the help of examples. Also, explain the strategies followed by the marketer in each stage. 10
 6. Why are market intermediaries important ? Explain the various functions performed by wholesalers as market intermediaries. 10
 7. Explain the various steps of the market research process. Also, explain the importance of each step. 10
 8. Write short notes on any *two* of the following : $2 \times 5 = 10$
 - (a) Publicity
 - (b) Sales Promotion
 - (c) Primary Data
 - (d) Secondary Data
 9. Define the term Research Design. Differentiate between descriptive and experimental research design. 10
 10. What do you mean by sampling ? Explain the various sampling methods in brief. 10
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