

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

Term-End Examination

June, 2015

00320

**BFWE-005 : INTRODUCTION TO MARKETING
AND MERCHANDISING**

Time : 3 hours

Maximum Marks : 70

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

1. Draw and explain a detailed chart depicting fashion acceptance cycle, preferably of ladies high fashion footwear. 10
2. Explain the scope of marketing, with suitable examples. 10
3. Do values play any role in marketing ? Give examples in support of your answer. 10
4. How does a product life cycle in fashion industry affect the buying of a footwear ? Explain giving examples. 10
5. Explain the different roles of a manager in management processes. Give examples. 10

6. Compare and contrast urban fashion with rural fashion. Illustrate with at least five examples. 10
7. Explain the growth of footwear in a fashion industry perspective. 10
8. Define any *five* of the following : 5×2=10
- (a) Classic
 - (b) Fad
 - (c) Mass fashion
 - (d) Culture
 - (e) Silhouette
 - (f) High fashion
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