

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

Term-End Examination

June, 2015 00254

BFWE-014 : MARKETING BASIC

Time : 3 hours

Maximum Marks : 70

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

1. Explain the Consumer Buying Behaviour process with suitable examples. 10

2. Define the term Targeting. Explain the various targeting approaches followed by a marketer. 10

3. Explain the various environmental forces that affect the organization's work-culture. 10

4. Discuss the process of New Product Development with relevant example. 10

5. Explain the different Branding strategies of marketing. 10

6. Define the term 'Promotion'. Differentiate between Advertising and Publicity. 10
7. Write short notes on the following : 2×5=10
- (a) Penetration Pricing
 - (b) Even Odd Pricing
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