

**B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)**

**Term-End Examination**

**June, 2015**

**BFWE-021 : MARKETING BASIC**

00210

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. What do you mean by the term Environment ?  
Explain the various micro and macro factors that affect the working of an organization. 10
2. Discuss the significance of segmentation, targeting and positioning in a company's marketing strategy. 10
3. Explain the significance of developing new products. Differentiate between test marketing and concept testing. 10
4. Discuss in detail how a marketing manager plays a role in footwear industry. Also list the tasks carried out by a marketing manager. 10

5. Discuss the various stages of a product life cycle with an example. 10
6. Define the term Brand. Explain Manufacturer brand, Private brand and Generic brand.  $4 \times 2 \frac{1}{2} = 10$
7. Explain the various factors which affect the price of a product. 10
8. Write short notes on the following :  $2 \times 5 = 10$
- (a) Sales Promotion
- (b) Advertising
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