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**BFW-058**

**B.Sc. IN LEATHER GOODS AND ACCESSORIES  
DESIGN (BSCLGAD)**

00284

**Term-End Examination**

**June, 2015**

**BFW-058 : MANAGEMENT – II**

*Time : 3 hours*

*Maximum Marks : 70*

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

**SECTION A**

1. Define the following terms :

$$4 \times 3 \frac{1}{2} = 14$$

- (a) Marketing Myopia
- (b) Forecasting
- (c) Public Relations
- (d) Product Positioning

2. (a) Explain the concepts, width, length and depth of a product.

- (b) Describe the various functions of marketing.

$$2 \times 7 = 14$$

3. (a) Give the names of any three products for which you think personal selling will be most suitable. Justify your answer giving suitable reasons.
- (b) Define marketing environment and explain the difference between micro and macro environment.  $2 \times 7 = 14$
4. (a) Describe the objectives of marketing.
- (b) What do you understand by business ethics? How do these help in the growth of the business?  $2 \times 7 = 14$
5. (a) Differentiate between 'promotional activities' and 'distributional activities' giving suitable examples.
- (b) Differentiate between 'marketing' and 'selling'. Support your answer with suitable examples.  $2 \times 7 = 14$
6. (a) Describe the four 'Ps' of marketing mix. Discuss the role of these in marketing decisions.
- (b) Discuss the scope of marketing management. What are the limitations of marketing?  $2 \times 7 = 14$

**7. Write short notes on the following :**

$$4 \times 3 \frac{1}{2} = 14$$

- (a) Impact of Internet on Marketing**
  - (b) Evolution of Marketing**
  - (c) Customized Product**
  - (d) Quality of the Product**
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