

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

**00104**

**Term-End Examination**

**June, 2015**

**MFW-035 : MARKETING AND MERCHANDISING**

*Time : 3 hours*

*Maximum Marks : 70*

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*Note : Answer **all** the questions given below.*

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1. "Planning and Controlling are the twins of management." Justify the statement with suitable examples. 10
2. "Geo-demographic variables are important to understand before taking product related decisions." Explain the above statement with suitable examples. 10
3. Why is marketing research relevant to the field of footwear industry ? Explain. 10
4. Write five skills required to be a competent fashion merchandiser. Explain any two such skills in detail. 10

5. Discuss five important points to be considered while merchandising (procuring and selling) for children.

15

6. How would a fashion merchandiser plan his products and the display for the following themes :

3×5=15

- (a) Fragrance
- (b) Romanticism
- (c) Machines