

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

Term-End Examination

December, 2011

BFW-058 : MANAGEMENT-II

Time : 3 hours

Maximum Marks : 70

*Note : The question paper is divided into **three** sections. All sections are **compulsory**.*

SECTION - A

1. Fill in the blanks : **10x1=10**
(fixation, demand, brand, taking, customer, technological, competition, awareness, fixation, logical, consumer)
- (a) Marketing creates _____ for goods and services.
 - (b) In the modern sense, marketing is _____ oriented.
 - (c) Role of marketing has become vital because of _____ changes and increased _____.
 - (d) Marketing starts with identification of _____ needs.
 - (e) Advertising creates _____ among consumers.
 - (f) Pricing activity involves _____ of product prices.
 - (g) Marketing occupies an important place in _____.

- (h) Marketing research is a _____ method of solving marketing problems.
- (i) Products are more identified by their _____ names.
- (j) Transport involves _____ goods from their place of origin to the place of their consumption.

2. State whether the following statements are *True* or *False*. 10x1=10

- (a) Marketing aims at providing consumer satisfaction.
- (b) Product development means production of goods.
- (c) Marketing helps business in earning profits.
- (d) Product development means developing new and better products.
- (e) Marketing does not create goodwill for firm.
- (f) Cost is the main consideration while setting the price of a product.
- (g) Govt. policies have no influence on the price fixation of a company.
- (h) Both internal as well as external factors affect price fixation.
- (i) Under cost - based approaches , only the variable costs of a product are considered.
- (j) Competition - based approach of price fixation forces a company to supply the product at existing prices.

SECTION - B

3. Given below are words in two columns, A and B. You have to match the words in column A with words in column B so that the match words describe an objective of marketing. Write the serial number of words in column B against the matched words of column A : **4x1=4**

| A | B |
|---------------|-------------------|
| (a) Consumer | (i) Development |
| (b) Product | (ii) Sales |
| (c) Earning | (iii) Profits |
| (d) Growth in | (iv) Satisfaction |

4. Distinguish between the following (*any three*): **3x2=6**
- (a) Marketing and Selling
 - (b) Advertising and Personal selling
 - (c) Traditional concept of marketing and Modern concept of marketing
 - (d) Promotional activities and Distributional activities

SECTION - C

5. Briefly explain the following (*any five*) : 5x4=20
- (a) (i) Marketing in traditional sense
 - (ii) Marketing in modern sense
 - (b) Describe the role of marketing in business and society.
 - (c) Enumerate the objectives of marketing.
 - (d) Identify and explain various marketing activities.
 - (e) Explain the various functions of marketing.
 - (f) Explain marketing myopia.
6. Briefly explain the following (*any five*) : 5x4=20
- (a) Define marketing environment and explain micro and macro environment.
 - (b) What is market segmentation and what variables would you use while segmenting the market ?
 - (c) What are the different elements of market plan ?
 - (d) Explain the concept width , length and depth of product.
 - (e) Describe Maslow's need hierarchy theory of motivation.
 - (f) Explain the Product Life Cycle.
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