

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

Term-End Examination

December, 2011

MFW-035 : MARKETING AND MERCHANDISING

Time : 3 hours

Maximum Marks : 70

Note : Answer any seven questions.

1. Explain the fashion life cycle with one product as an example. 10
2. Explain the fashion elements from any fashion capital of the world. How they are going to help merchandisers ? 10
3. Enumerate the various types of Merchandisers. Explain any four in detail. 10
4. Write short notes on *any two* of the following. $2 \times 5 = 10$
 - (a) Style
 - (b) Cost
 - (c) Comfort
 - (d) Colour
 - (e) Silhouette

5. What is CRM (customer relationship management) ? State the importance and evolution of CRM. Also mention the process of CRM. 10
 6. Identify different management processes. Explain the way the management process works. Explain with the help of suitable example. 10
 7. What are the different basis or levels of segmentation ? How segmentation forms a basis in Market Research and Consumer behaviour ? 10
 8. Range building is an important activity in footwear industry. Justify the statement. Give examples in support of your answer. 10
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