

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

**Term-End Examination**

**June, 2011**

**MFW-030 : MARKETING MANAGEMENT AND  
MARKETING RESEARCH**

*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. Define marketing. Also explain the different elements of marketing. **10**
  
2. Write short notes on *any two* : **10**
  - (a) BCG Matrix.
  - (b) Porter's Five Force Model.
  - (c) SWOT Analysis.
  - (d) Personal Selling.
  
3. Explain the Ansoff's Product - Market expansion matrix with the help of example. **10**
  
4. Describe the stages of product life cycle with example. Also explain the strategies followed by the marketer in each stage. **10**

5. Explain the different pricing strategies followed by the organization. 10
  6. Explain the Marketing Research Process. 10
  7. Explain the Exploratory, Descriptive and Experimental research design. 10
  8. What are Primary Data and Secondary Data ? Explain its advantages and disadvantages. 10
  9. Write short notes on *any two* : 10
    - (a) Interview Method
    - (b) Observation Method
    - (c) Random Sampling
    - (d) Likert scale.
  10. What is sampling ? Explain two broad types of sampling techniques. 10
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