

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

Term-End Examination

December, 2013

BFWE-014 : MARKETING BASIC

Time : 3 hours

Maximum Marks : 70

Note : All questions are compulsory.

1. Explain how product variety and advertising play important role in marketing of a product. **15**
2. "Promotion is effective in marketing or selling of a product". Is the statement correct or false. Give reasons in support of your answer. **15**
3. Define marketing. Explain why marketing is considered to be an important tool in service industry ? **15**
4. "Planning and controlling are twins of management". Explain and give one example from the footwear industry. **15**
5. Explain the role of manager/professional manager in marketing management process. **10**