

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

Term-End Examination

December, 2013

BFWE-025 : MARKETING

Time : 3 hours

Maximum Marks : 70

Note : Attempt all questions.

1. Define Customer relationship management. Explain the steps of customer development process. **15**
2. Why it is important to know and understand personality of a consumer before launching a product in a segment ? **15**
3. How does customer role differentiate as a buyer, payer, user in decision making for purchasing a pair of shoes ? **15**
4. Define 'Marketing Research'. Also mention the 'likert scale' and 'differential scale' used in the questionnaire of Marketing Research. **15**
5. Differentiate between a 'Prospect' and 'Advocate' with the help of suitable examples. **10**