

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

Term-End Examination

December, 2013

BFW-058 : MANAGEMENT-II

Time : 3 hours

Maximum Marks : 70

Note : *Attempt all questions.*

1. Define the following terms any five : **4x5=20**

- (a) Direct Marketing
- (b) Sales Promotions
- (c) Public Relations
- (d) Personal Selling
- (e) Advertising
- (f) Forecasting

2. Explain in brief any five of the following : **5x3=15**

- (a) Potential Product
- (b) Customized Product
- (c) Branded Product
- (d) Generic Product
- (e) Core Product
- (f) Quality of the product.

3. What do you understand by 'Marketing Planning' ? Discuss. 10
4. Discuss the role of Marketing in business and Society. 10
5. Write short notes on **any three** of the following : 15
- (a) Evolution of Marketing
 - (b) Product lines or Product life
 - (c) Marketing Research
 - (d) Product life cycles
-