

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

Term-End Examination

December, 2013

MFW-035 : MARKETING AND MERCHANDISING

Time : 3 hours

Maximum Marks : 70

Note : All questions are compulsory.

1. Explain the role of 'colour' in the fashion industry. 10
2. Discuss the importance of fashion merchandising in the footwear industry. 10
3. Explain the following factors affecting fashion : 3x5=15
 - (a) Economy
 - (b) Technology
 - (c) Customs
4. 'Planning and Control are twins of management'. 20
Explain the relationship between planning and control.
5. How does information collected by studying consumer behaviour is used in marketing ? 15
Explain with the help of suitable examples.