

**B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)**

**Term-End Examination**

**December, 2012**

00813

**BFWE-029 : MARKETING BASIC**

*Time : 3 hours*

*Maximum Marks : 70*

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*Note : All questions are compulsory.*

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1. Explain promotion mix and its importance in marketing. 15
2. Explain marketing mix with the help of a case study of your own choice. 15
3. Discuss the principles of Henry Fayol in management. 15
4. What is Marketing Research ? Discuss its relevance in the field of marketing. 15
5. Write short notes on advantages and disadvantages of direct marketing over advertising. 10