

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

Term-End Examination

December, 2014

00260

**BFWE-005 : INTRODUCTION TO MARKETING
AND MERCHANDISING**

Time : 3 hours

Maximum Marks : 70

Note : All questions are compulsory.

1. Explain 'Place Mix' with the help of suitable examples. Also give the elements involved in it. 15

2. Explain the geo-demographic variables involved in segmentation of a population. 10

3. Explain the external environmental factors involved in marketing of a product. 10

4. Explain the theories of fashion adoption. 10

- 5.** What is the difference between merchandising and marketing ? Who is a merchandiser ? What are his basic roles and responsibilities ? *15*
- 6.** Describe how designers and manufacturers affect fashion trends. *10*
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