

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

Term-End Examination

00350

December, 2014

BFWE-021 : MARKETING BASIC

Time : 3 hours

Maximum Marks : 70

*Note : Attempt any **seven** questions. All questions carry equal marks.*

1. Define the term Marketing. Explain the various elements of marketing. 10
2. Explain the Consumer Buying Behaviour process with suitable examples. 10
3. Differentiate between Advertising and Publicity with the help of suitable examples. 10
4. Define the term 'Professional Manager'. Discuss the various tasks performed by a professional manager in an organisation. 10

5. Explain the New Product Development process with the help of an example. 10
6. Explain Individual Branding, Family line Branding, Brand Extension and Brand Licensing. $4 \times 2 \frac{1}{2} = 10$
7. Explain the various pricing strategies while launching a new product. 10
8. Write short notes on the following :
- (a) Social Environment 5
- (b) Economic Environment 5
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