

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

Term-End Examination

December, 2014

00160

BFWE-025 : MARKETING

Time : 3 hours

Maximum Marks : 70

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

1. What do you understand by consumer behaviour ? Elaborate the different types of buying behaviour for the buying of a product. 10
2. What is market segmentation ? Explain the factors on which segmentation is based. 10
3. Explain the concept of Product Life Cycle (PLC). Discuss the "Decline Stage" with the help of a suitable example. 10
4. A marketer intends to market the following products using cyber marketing :
 - (a) Books
 - (b) Premium shirts

Discuss the advantages and the challenges likely to be faced by the marketer. 10

5. Discuss the various stages in the “New Product Development” process in detail. 10
6. What do you understand by marketing environment ? What are the different factors affecting the marketing environment ? 10
7. Explain the different types of data and various sources of data referred to in marketing. Mention the types of questions to be used in Marketing Research. 10
8. Write short notes on any *two* of the following : $2 \times 5 = 10$
- (a) Measuring advertisement effectiveness
 - (b) Physical distribution tasks
 - (c) Reasons for the growth of service sector
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