

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

**Term-End Examination**

**December, 2014**

00230

**BFWE-029 : MARKETING BASIC**

*Time : 3 hours*

*Maximum Marks : 70*

---

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

---

---

1. Explain promotion mix and its importance in marketing. 10
2. Discuss the principles of Henri Fayol in management. 10
3. Describe the advantages and disadvantages of direct marketing over advertising. 10
4. How can market research help the manager of a service organisation ? List examples for a hotel, airlines and hospital. 10
5. Discuss the distinctive characteristics of services and explain their implications for effective marketing. 10

6. What are the different types of direct marketing? Explain each with examples. 10
  7. How does micro-marketing enable efficient consumer response? 10
  8. Describe the major reasons for the growth of service sector in India, giving suitable examples. 10
-