

**M.Sc. FOOTWEAR TECHNOLOGY  
(MSCFWT)**

00105

**Term-End Examination**

**December, 2014**

**MFW-030 : MARKETING MANAGEMENT AND  
MARKETING RESEARCH**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. Describe how technology and legal factors affect the marketing activities of a firm. 10
2. Explain the product market growth matrix with the help of an example. 10
3. What is the total market approach for selecting a target market ? When should this approach be used ? Give an example of a company that is using this approach. 10
4. In what ways do opinion leaders and family affect a purchase decision ? 10

5. Write short notes on the following :  $4 \times 2 \frac{1}{2} = 10$
- (a) Convenience product
  - (b) Shopping product
  - (c) Speciality product
  - (d) Unsought product
6. Explain why a marketer should focus on packaging. What are the benefits of a good packaging ? 10
7. Describe the four types of marketing channels for consumer products. Give examples of products that are distributed through each of these different channels. 10
8. How is personal selling different from sales promotion ? 10
9. Define the term cognitive dissonance. Why is it important for a marketer to reduce the situation of cognitive dissonance ? 10
10. Define the following :
- (a) Manufacturer Brand
  - (b) Private Brand
  - (c) Generic Brand
- Also give examples of each. 10
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