

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

Term-End Examination

00275

December, 2014

MFW-035 : MARKETING AND MERCHANDISING

Time : 3 hours

Maximum Marks : 70

Note : Answer *all* the questions given below.

1. "In the absence of planning, things are left to change." What significance does this statement hold in the present day business context ? Discuss. 10
2. Segmentation is an important activity to be carried out in footwear sector. Is the statement correct or not ? Justify your answer with examples. 15
3. 'Place Mix' plays a role in major marketing strategic decisions. Discuss the statement with suitable examples. 10
4. Explain the role of technology in the fashion industry. 10

5. What roles do the following play in the fashion industry : *2×5=10*

(i) Trade fairs

(ii) Cinemas

6. Explain the following factors that affect fashion : *3×5=15*

(i) Political factors

(ii) Social factors

(iii) Religious factors
