

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

Term-End Examination

December, 2016

00244

**BFWE-005 : INTRODUCTION TO MARKETING
AND MERCHANDISING**

Time : 3 hours

Maximum Marks : 70

Note : All questions are compulsory.

1. What do you mean by the term 'Merchandising' ?
Explain the different emerging concepts in
Merchandising. 15
2. How does fashion affect the consumer buying
behaviour ? Explain with the help of suitable
examples. 10
3. Write down the changes that have occurred due
to lack of leisure time in the fashion industry. 10
4. Explain geo-demographic variables involved in
segmentation of market. 10
5. Describe the different environmental factors
involved in marketing of a product. 10

6. "Segmentation is an important activity to be carried out in footwear sector." Is the statement true or false ? Justify the answer with suitable examples.

15
