

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

**Term-End Examination**

**December, 2016**

00173

**BFWE-021 : MARKETING BASIC**

*Time : 3 hours*

*Maximum Marks : 70*

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**Note : All questions are compulsory.**

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1. Explain marketing mix along with all its sub-components. 15
  
2. How does a manager play a role in different marketing processes ? Explain with the help of an example. 10
  
3. "Planning and Controlling are twins of management." Explain briefly the relationship between planning and controlling with suitable examples. 15
  
4. Do values play a role in marketing ? Give examples in support of your answer. 10

**5. How can the knowledge of Marketing and CRM facilitate the footwear industry ? Explain with the help of a case study.**

**20**

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