

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

**Term-End Examination**

**December, 2016**

**BFWE-025 : MARKETING**

*Time : 3 hours*

*Maximum Marks : 70*

*Note : Attempt all questions.*

1. Discuss the difference between a 'Prospect' and an 'Advocate' in the marketing process with the help of suitable examples. 10
2. How does customer role differentiate as a buyer, payer and user in decision-making for purchasing a pair of shoes ? 15
3. "Personality plays a role in consumer behaviour." Give reasons in support of your answer. 15
4. Define 'Marketing Research'. Also explain the 'Likert scale' and 'differential scale' used in the questionnaire of Marketing Research. 15
5. How do internal and external factors affect the marketing environment of footwear industry ? Discuss with the help of suitable examples. 15