

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

**Term-End Examination**

**December, 2016**

00293

**BFWE-029 : MARKETING BASIC**

*Time : 3 hours*

*Maximum Marks : 70*

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*Note : All questions are compulsory. All questions carry equal marks.*

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1. Explain the difference between sales and marketing with suitable examples. 10
  
2. Define the term environment. Explain the various internal and external forces which affect the organisational activities. 10
  
3. Explain the various target market strategies with the help of examples. 10
  
4. Describe the concept of product life cycle. Discuss the characteristics of all the four stages of product life cycle. 4+6

5. What are the various functions of packaging ?  
Explain. 10
6. Discuss the meaning and importance of price.  
What are the different pricing objectives of a  
company ? 4+6
7. Explain the major channels of distribution with  
the help of examples. 10
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