

**B.Sc. IN LEATHER GOODS AND ACCESSORIES
DESIGN (BSCLGAD)**

00253

Term-End Examination

December, 2016

BFW-058 : MANAGEMENT - II

Time : 3 hours

Maximum Marks : 70

Note : All questions are compulsory.

1. Fill in the blanks from the multiple choices given below : 5×2=10
- (a) In the modern sense, marketing is _____ oriented.
- (i) sales
 - (ii) consumer
 - (iii) target
 - (iv) None of the above
- (b) Marketing occupies an important place in the _____ .
- (i) society
 - (ii) country
 - (iii) village
 - (iv) None of the above

- (c) Pricing activity involves _____ of product prices.
- (i) creation
 - (ii) fixation
 - (iii) making
 - (iv) None of the above
- (d) Products are more identified by their _____ name.
- (i) wrapper
 - (ii) brand
 - (iii) company
 - (iv) None of the above
- (e) Advertising creates _____ among consumers.
- (i) awareness
 - (ii) loyalty
 - (iii) space
 - (iv) None of the above

2. State *True* or *False* for the following statements : 10×1=10

- (a) Marketing aims at providing consumer satisfaction.
- (b) Product development means production of goods.
- (c) Marketing helps business in earning profits.

- (d) Marketing does not create goodwill for firm.
- (e) Product development means developing new and better products.
- (f) Marketing mix is a one time decision.
- (g) Marketing mix consists of four elements.
- (h) External environment does not affect marketing mix.
- (i) Marketing mix needs a continuous review.
- (j) Marketing mix should be so planned that it fulfils the needs of the consumer as well as the organisation.

3. Match the phrases under *Column 'A'* with those under *Column 'B'* :

$$4 \times 2 \frac{1}{2} = 10$$

Column A

Column B

- | | |
|--------------------------------------------------------|------------------------------|
| (a) Channels of distribution and Physical distribution | (i) Middleman /Intermediary |
| (b) Manufacturer to Consumer | (ii) Components of Place-mix |
| (c) Person/Agent between Manufacturer and Consumer | (iii) Perishable goods |
| (d) Warehouses with cold storage arrangements | (iv) Direct Channel |

4. Answer the following questions in brief : $5 \times 2 = 10$

- (a) Explain marketing in the modern sense.
- (b) Describe the role of marketing in business and society.
- (c) Enumerate the objectives of marketing.
- (d) Identify and explain the various marketing activities.
- (e) Explain the various functions of marketing.

5. Attempt any *three* of the following : $3 \times 10 = 30$

- (a) Define marketing environment and explain micro and macro environment.
 - (b) Give the names of any three products for which you think personal selling will be most suitable. Give reasons for your answer.
 - (c) What are the different elements of a market plan ?
 - (d) Describe the Maslow's need hierarchy.
 - (e) Explain the product life cycle with the help of suitable examples.
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