

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

Term-End Examination

00441

December, 2017

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

Time : 3 hours

Maximum Marks : 70

*Note : Answer any **seven** questions. All questions carry equal marks.*

1. Explain Place Mix with the help of examples.
Also explain the elements involved in it. 10

2. Explain various environmental factors involved
in marketing of a product. How do they affect
marketing ? 10

3. Describe the various geo-demographic variables
involved in segmentation of a population. 10

4. (a) Differentiate between Advertising and
Sales Promotion. 5

(b) How does a product's life cycle in the fashion
industry affect the buying of footwear ? 5

5. Discuss the sustenance of the fashion industry in detail. 10
6. How do people, time and place affect the fashion industry ? 10
7. Discuss the different ways of consumer fashion adoption. 10
8. Define any **five** of the following : 5×2=10
- (a) Classic
 - (b) Fad
 - (c) Mass fashion
 - (d) Culture
 - (e) Silhouette
 - (f) High fashion
 - (g) Kids fashion
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