

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

Term-End Examination

December, 2017

00291

BFWE-029 : MARKETING BASIC

Time : 3 hours

Maximum Marks : 70

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

1. "Planning and Control are the twins of management." Explain the relationship between planning and control with suitable examples. 10
2. Describe in detail, the advantages and disadvantages of direct marketing over advertising. 10
3. List down and explain the basis of segmentation for a Derby shoe. 10
4. Explain Marketing Mix with the help of an example of your own choice. 10
5. What is Marketing Research ? Discuss its relevance in the field of marketing. 10

6. How can the product life cycle be utilized as a tool to plan market share strategies ? Discuss. *10*

 7. Discuss the principles of Henri Fayol in management. Also explain their relevance in today's world. *10*

 8. Define the term Professional Manager. Discuss the various tasks performed by a professional manager in marketing in an organisation. *10*
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