

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

Term-End Examination

00311

December, 2017

BFW-058 : MANAGEMENT – II

Time : 3 hours

Maximum Marks : 70

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

1. Define Marketing. Explain the various elements of marketing. 10
2. What do you mean by the term Promotion ? Differentiate between Advertisement and Publicity. 10
3. Discuss the significance of segmentation, targeting and positioning in a company's marketing strategy. 10
4. Explain the different stages of product life cycle with example. 10
5. What is marketing environment ? Explain the various environmental forces that affect the working of an organisation. 10

6. Why is it important for a marketer to develop new products ? Explain the process of new product development with suitable example. 10
7. Explain the different pricing strategies which a marketer can follow while deciding the price of a product. 10
8. Why has packaging become a game changing activity for organizations ? What are the functions of packaging ? 10
9. Write short notes on any **two** of the following : $2 \times 5 = 10$
- (a) BCG Martix
 - (b) Labelling
 - (c) Dual Distribution
 - (d) Sales Promotion
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