

**B.Sc. FASHION LEATHER ACCESSORIES  
DESIGN (BSCFLAD)**

**Term-End Examination**

00730

**December, 2017**

**BFR-027 : MARKETING MANAGEMENT AND  
MARKETING RESEARCH**

*Time : 3 hours*

*Maximum Marks : 70*

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

1. Distinguish between Efficiency and Effectiveness in terms of serving the needs of customers. 10
2. What is Marketing Myopia ? Explain with suitable example. 10
3. Discuss various types of continuous research methods that are adopted by companies. 10
4. Distinguish between Qualitative and Quantitative methods of Management Research. 10
5. What is a Depth Interview ? What are the advantages and disadvantages of depth interviews ? 10

6. Discuss the difference between Micro-environment and Macro-environment. 10
  7. Describe the relationship between Consumer loyalty and Profitability. 10
  8. What is Marketing Management ? Why is it needed by companies ? 10
  9. Discuss the concept of Marketing. How is Marketing Orientation relevant to business ? 10
  10. Discuss the various stages of the Management Research Process in detail. 10
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