

**B.Sc. FOOTWEAR DESIGN AND
PRODUCTION (BSCFWP)**

Term-End Examination

00730 **December, 2017**

**BFR-038 : INTRODUCTION TO MARKETING AND
MERCHANDISING**

Time : 3 hours

Maximum Marks : 70

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

1. Explain how BCG matrix helps a marketer in business portfolio analysis. 10
2. Explain the importance of environmental scanning for an organisation. 10
3. Define the term Targeting. Explain the various targeting approaches followed by a marketer. 10
4. What do you mean by the term Promotion ? Differentiate between advertising and publicity. 10
5. What are the different pricing strategies followed in any organisation ? 10

- 6.** Distinguish between the following : *2×5=10*
- (a) Width and Length of merchandise mix
 - (b) Buying and Merchandising
- 7.** Define a Range Plan. Explain the characteristics of a good range plan. *3+7=10*
- 8.** Explain the roles and significance of the merchandising department in an organisation. *10*
- 9.** What is Visual Merchandising ? Discuss the significance of keeping a visual merchandising department in an organisation. *10*
- 10.** Which factors are taken into consideration by a merchandiser while pricing a merchandise item ? *10*
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