

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

Term-End Examination

00791

December, 2017

BFRE-003 : MARKETING AND MERCHANDISING

Time : 3 hours

Maximum Marks : 70

Note : *Attempt any **seven** questions. Read the instructions carefully. Each question carries equal marks.*

1. Write down the strategies of any organization at maturity stage of a product with reference to product life cycle. Also draw a graph representing the product life cycle. 10

2. Pricing and promotion play an important role in marketing of any product. Justify the statement with reasons. 10

3. How are branding decisions beneficial for any organization ? Explain with examples. 10

OR

Packaging and labelling play an important role in marketing of any product. Explain. 10

4. Explain the following : 2×5=10
- (a) Product mix
 - (b) Pricing and Non-pricing Competition
5. Identify and explain the technical, economic, political and global influences on fashion marketing. 10
6. Describe in detail, the stages of the fashion life cycle with respect to footwear. 10
7. What is Haute Couture ? Discuss the survival of haute couture in todays market when everything is purchased with the concept of value for money. 10
8. What types of parameters do fashion merchandisers adopt to compete in the highly competitive and saturated market ? 10
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