

**M.Sc. FOOTWEAR DESIGN AND PRODUCTION
(MSCFDP)**

00769

Term-End Examination

December, 2017

**MFR-007 : MARKETING MANAGEMENT AND
MARKET RESEARCH**

Time : 3 hours

Maximum Marks : 70

Note :

- (i) *Attempt any **seven** questions.*
(ii) *All questions carry equal marks.*

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1. Define the term Market Environment. How do social and economic factors affect the working of an organisation ? 3+7=10
 2. Explain the BCG matrix with the help of an example. 10
 3. What are the various Pricing Strategies for a product ? 10
 4. Explain the various targeting approaches with the help of suitable examples. 10
 5. What is Sales Promotion ? How is it different from publicity ? 5+5=10

6. Define the term Market Research. How does customer research help a marketer in decision-making? 4+6=10

 7. Differentiate between Cross-sectional Studies and Longitudinal Studies. 10

 8. How does sampling help a researcher in research ? Explain Quota Sampling and Judgement Sampling. 5+5=10

 9. What is a Questionnaire ? Explain its various types with suitable examples. 3+7=10

 10. Discuss the features of a good research report. 10
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