

**M.Sc. FOOTWEAR TECHNOLOGY
(MSCFWT)**

Term-End Examination

June, 2012

**MFW-030 : MARKETING MANAGEMENT AND
MARKETING RESEARCH**

Time : 3 hours

Maximum Marks : 70

Note : Attempt any seven questions in all. All questions carry equal marks.

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1. What do you mean by Marketing Environment ? 10
What are the different forces in marketing environment ? Explain them briefly. .
 2. Discuss the major bases for segmenting Consumer markets. Provide an example of each. 10
 3. Explain the process of consumer decision making with the help of suitable examples. 10
 4. Explain the concept of product life cycle. Why it is important for marketer ? Explain. 10
 5. Describe the various marketing channels for consumer products. Give examples of product that are distributed through each of these different channels. 10

6. In what ways does publicity differ from advertising ? Is publicity always desirable for a company ? Justify your answer. 10
7. Differentiate between primary and secondary Data ? 10
8. What is probability sampling ? How it is different from Non - probability sampling ? 10
9. Why is Marketing Research useful for Marketing Manager ? Explain. 10
10. Write short notes on *Any two* : 10
- (a) SWOT Analysis
 - (b) BCG matrix
 - (c) Sales Promotion
 - (d) Exploratory Research Design.
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