

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

Term-End Examination

June, 2013

**BFWE-005 : INTRODUCTION TO MARKETING
AND MERCHANDISING**

Time : 3 hours

Maximum Marks : 70

Note : All questions are Compulsory.

1. Draw and explain a detailed chart depicting fashion acceptance cycle, preferably of ladies high fashion footwear. 10
2. How do the elements, Customs and Art, affect fashion ? Explain with the help of examples. 10
3. 'Kids demands affect fashion'. Explain in detail. 15
4. Explain Market segmentation. What is the basis of doing segmentation for oxford shoes ? 25
5. 'Planning and control are twins of management'. Explain the relationship between planning and control with suitable examples. 10