

00816

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

Term-End Examination

June, 2013

BFWE-021 : MARKETING BASIC

Time : 3 hours

Maximum Marks : 70

Note : All questions are compulsory.

1. How does the information collected by range building be used in footwear industry ? 15
2. Define the term 'management process'. Discuss the different management processes with the help of suitable examples. 15
3. What is 'Marketing Research' ? Discuss its relevance in the Field of Marketing. 15
4. What are the elements of 'Promotion Mix' ? Explain in brief giving suitable examples. 15
5. Write short note on 'determinants of price'. 10