

**B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)**

**Term-End Examination**

**June, 2013**

**BFWE-025 : MARKETING**

*Time : 3 hours*

*Maximum Marks : 70*

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*Note : All questions are compulsory. Figures in the margin indicate marks.*

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1. Why Market Research is done ? What are the different types of : 20
  - (a) Data and its sources, and.
  - (b) Different types of questions for performing market research ?
  
2. 'Personality plays a role in consumer behaviour'. Give reasons in support of your answer. 20
  
3. Explain different factors affecting the marketing environment in footwear industry. 20
  
4. In decision making process of purchasing a washing-machine, how customer roles differentiate as Buyer, User and Payer ? 10