

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

Term-End Examination

June, 2013

BFWE-029 : MARKETING BASIC

Time : 3 hours

Maximum Marks : 70

Note : All questions are compulsory.

1. 'Marketing mix plays a vital role in marketing of a product'. Justify the statement with suitable examples. 15
2. Explain product mix with the help of a case study. 15
3. Explain Taylor's principles of management in detail. 15
4. What is the impact of internet on marketing ? Give suitable examples. 15
5. Write short notes on 'Steps in selling process'. 10