

**B.Sc. IN LEATHER GOODS AND
ACCESSORIES DESIGN (BSCLGAD)**

Term-End Examination

June, 2013

BFW-058 : MANAGEMENT-II

Time : 3 hours

Maximum Marks : 70

Note : Attempt all questions.

- 1 Write short notes on *any five* of the following : 5x4=20
- (a) Marketing
 - (b) Evolution of marketing
 - (c) Marketing frame work
 - (d) Extending traditional boundaries of marketing
 - (e) Need of marketing in leather industry
 - (f) Impact of Internet on marketing
2. What are the scopes of Marketing Management ? 10
What are the limitations of marketing ?
3. What do you understand by Market 10
Segmentation and Market Targeting ?

OR

Define followings :

4x2½=10

- (a) Brand (b) Packaging
- (c) Positioning (d) Value addition
4. Discuss all of the four 'P's of Marketing Mix. What do you understand by the role of all the four 'P's in marketing research ? 10
5. What do you understand by 'Product Life Cycle' ? Discuss. 10

OR

Define :

4x2½=10

- (a) Marketing Environment
- (b) Product Line
- (c) Business Ethics
- (d) Role of Marketing in society
6. Differentiate between Marketing and Selling. What do you understand by marketing environment ? 10