00256

M.Sc. FOOTWEAR TECHNOLOGY (MSCFWT)

Term-End Examination

June, 2013

MFW-030 : MARKETING MANAGEMENT AND MARKETING RESEARCH

Time : 3 hours *Maximum Marks : 70*

Note : *Attempt* ***any seven*** *questions. All questions carry* ***equal*** *marks.*

1. Why it is important for a marketing manager to understand the marketing environment ? Explain how political and social factors affect the working of an organisation. **10**

2. Explain how family, reference group and opinion leaders affect the consumer decision making process. **10**

3. Explain how BCG matrix helps the marketer in making marketing strategies. **10**

4. Why segmentation is important for a marketer ? How would you segment the market for **10**
    (a) Automobiles, and
    (b) Laptops ?

5. How branding helps the customers and marketers ? What are the various elements of branding ? **10**

6. Explain how market research helps a marketer in making strategies and in taking decisions. **10**

7. What are the different types of data available to a marketer ? Explain their advantages and disadvantages. **10**

8. Differentiate between exploratory and descriptive research design. **10**

9. Why sampling is important for a researcher ? Explain the various non-probabilistic sampling methods. **10**

10. Write short notes on *any two* of the following : **10**
    (a) SWOT Analysis
    (b) Technological Environment
    (c) Random Sampling
    (d) Historical Research