

**M.Sc. FOOTWEAR TECHNOLOGY  
(MSCFWT)**

**Term-End Examination**

**June, 2013**

**MFW-035 : MARKETING AND MERCHANDISING**

*Time : 3 hours*

*Maximum Marks : 70*

*Note : Attempt all questions.*

1. What is the importance of the consumer of fashion ? How do the demographic and psychographic studies help the industry to determine target markets ? 15
2. Explain the classification of fashion with suitable examples. 10
3. What is fashion cycle ? Illustrate it with examples. 10
4. How can the knowledge of marketing and CRM help you in foot wear industry ? Explain with the help of case study. 20
5. Explain marketing mix with all its sub-components. 15