

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

Term-End Examination

00447

June, 2014

BFWE-014 : MARKETING BASIC

Time : 3 hours

Maximum Marks : 70

Note : All questions are compulsory.

1. Discuss the tasks of a marketing manager in a footwear company. 15
 2. "Design and product quality" plays an important role in making product related decisions by a consumer. Explain the importance in the process of consumer behaviour. 15
 3. Advertising plays a role in making strategic decisions in promotion of a product. Justify with reasons for your answer. 15
 4. Explain the significance of geo-demographic variables and values in segmenting a market. 10
 5. Why do management processes play an important role in marketing of a product ? Explain with the help of suitable example. 15
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