

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

Term-End Examination

00067

June, 2014

BFWE-021 : MARKETING BASIC

Time : 3 hours

Maximum Marks : 70

Note : *All questions are compulsory.*

1. Write down and explain briefly the basis of segmentation for a Plain Oxford shoe. 15
2. Explain the contribution or tasks of a marketing manager in a services based industry. 15
3. How can the information collected by range building be used in footwear industry ? 15
4. Explain how place, people, and pace related decisions play an important role in marketing of a product or service. 15
5. Discuss in detail the 4Ps of marketing. 10