

**B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)**

**Term-End Examination**

**00276**

**June, 2014**

**BFWE-025 : MARKETING**

*Time : 3 hours*

*Maximum Marks : 70*

---

**Note : All questions are compulsory.**

---

1. "Personality plays a major role in consumer behaviour." Explain by giving examples. 15
  2. Define close-end questionnaires and list down the types of questions used in this questionnaire while conducting 'Marketing Research'. 15
  3. Define Marketing and Customer Relationship Management. Also explain the importance of customer relationship management in marketing. 15
  4. Differentiate between secondary data and primary data and its sources in 'Market Research'. 15
  5. Explain 'Marketing Environment' with different factors affecting the environment. 10
-