

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

Term-End Examination

00225

June, 2014

BFWE-029 : MARKETING BASIC

Time : 3 hours

Maximum Marks : 70

Note : All questions are compulsory.

1. 'Planning and Control' are the twins of management. Explain the relationship between planning and control with suitable examples. 15
2. Explain marketing mix with the help of a case study of your choice. 15
3. Describe in detail the advantages and disadvantages of direct marketing over advertising. 15
4. Why do most of the companies prefer to carry out 'Market Research' or 'Marketing Research' before launching a product in the market ? 15
5. List down and explain the basis of segmentation of a derby shoe. 10