

**B.Sc. IN LEATHER GOODS AND ACCESSORIES  
DESIGN (BSCLGAD)**

**Term-End Examination**

**June, 2014**

00052

**BFW-058 : MANAGEMENT – II**

*Time : 3 hours*

*Maximum Marks : 70*

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**Note :** *The question paper is divided into **three** sections.  
All sections are **compulsory**. Do not write anything  
on the question paper.*

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**SECTION A**

1. Fill in the blanks : 5×2=10
- (i) In the traditional sense marketing is \_\_\_\_\_ oriented.
- (a) production  
(b) customer  
(c) target
- (ii) Transport involves \_\_\_\_\_ goods from their place of origin to the place of their consumption.
- (a) keeping  
(b) making  
(c) taking

- (iii) Pricing activity involves \_\_\_\_\_ of product prices.
- (a) creating
  - (b) fixation
  - (c) making
- (iv) Products are more identified by their \_\_\_\_\_ name.
- (a) wrapper
  - (b) company
  - (c) brand
- (v) Advertising creates \_\_\_\_\_ among consumers.
- (a) space
  - (b) loyalty
  - (c) interest

2. State whether the following are *True* or *False* :  $5 \times 2 = 10$

- (a) Marketing helps business in earning profits.
- (b) Marketing does not create goodwill for firm.
- (c) Product development means developing new and better products.
- (d) Marketing mix is a one time decision.
- (e) Marketing mix consists of four elements.

## SECTION B

3. Match the phrases under Column A with those under Column B :  $5 \times 2 = 10$

*Column A*

*Column B*

- |                 |                    |
|-----------------|--------------------|
| (a) Consumer    | (i) Sales          |
| (b) Product     | (ii) Development   |
| (c) Earning     | (iii) Satisfaction |
| (d) Growth in   | (iv) Goodwill      |
| (e) Creation of | (v) Profits        |

4. Differentiate between any *three* of the following :  $3 \times 4 = 12$

- (a) Marketing vs. Selling
- (b) Advertising vs. Personal Selling
- (c) Traditional Concepts of Marketing vs. Modern Concepts of Marketing
- (d) Inventory vs. Warehouse
- (e) Sales Promotion vs. Publicity

## SECTION C

5. Explain in brief any *five* of the following :  $5 \times 2 = 10$

- (a) Role of marketing in business and society
- (b) Perishable goods
- (c) Marketing myopia
- (d) Industrial Revolution
- (e) Branding
- (f) Packaging
- (g) Labelling

6. Attempt any *three* of the following :  $3 \times 6 = 18$

- (a) What are the tools of 'Promotion mix' ?
  - (b) Give the name of any three products for which you think personal selling will be more suitable. Give reasons for your answer.
  - (c) What is meant by marketing mix ?
  - (d) Why is Packaging important ?
  - (e) Describe Maslow's Need Hierarchy theory.
  - (f) Explain Product life-cycle.
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