

**M.Sc. FOOTWEAR TECHNOLOGY
(MSCFWT)**

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Term-End Examination

June, 2014

**MFW-030 : MARKETING MANAGEMENT AND
MARKETING RESEARCH**

Time : 3 hours

Maximum Marks : 70

*Note : Attempt any **seven** questions. All questions carry equal marks.*

1. How do societal and economic forces influence marketing activities of a firm ? 10

2. Define the four classifications of business units in Boston Consulting Group approach to business portfolio analysis. What are the organisational strategies for each ? 10

3. Give examples of the bases that automobile companies use to segment markets. Also give examples for appliance manufacturers and banks. 10

4. Describe how reference groups can affect the consumer decision making process. 10
5. Why is the concept of product life cycle important to marketers ? 10
6. Why is packaging critical to the success of most products ? 10
7. Describe the functions of marketing intermediaries. Why are these functions necessary ? 10
8. Differentiate between publicity and advertisement. 10
9. Write short notes on the following : $4 \times 2 \frac{1}{2} = 10$
- (a) Price Skimming
 - (b) Price Penetration
 - (c) Special Event Pricing
 - (d) Even Odd Pricing
10. Define the terms : (a) Brand (b) Brand Name and (c) Brand Mark with examples. $2+4+4=10$
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