

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

00154

Term-End Examination

June, 2014

MFW-035 : MARKETING AND MERCHANDISING

Time : 3 hours

Maximum Marks : 70

Note : All questions are compulsory.

1. State the importance of marketing-mix in the competitive environment of footwear industry, with the help of suitable examples. 20
 2. Explain the importance of studying consumer behaviour in marketing. Give examples in support of your answer. 15
 3. What is the main area of work in the fashion industry ? What is the role of merchandiser in it ? 15
 4. 'Price and Religion are important to fashion.' Explain with the help of suitable examples. 10
 5. Explain fashion cycle of a sports footwear. 10
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