

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

**Term-End Examination**

00126

**June, 2016**

**BFWE-021 : MARKETING BASIC**

*Time : 3 hours*

*Maximum Marks : 70*

---

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

---

1. The essence of marketing is a 'Transaction'. Discuss the above statement and give reasons in support of your answer with suitable illustrations. 10
  
2. Explain the term 'Marketing Strategies'. Outline the possible marketing strategies that may be used during the growth and decline stage of any product of your choice. 10
  
3. What type of promotion-mix can be used in the promotion of the following products ? 10
  - (a) Ladies' bag
  - (b) Leather shoe
  - (c) Laptop bag

4. What are the major functions of packaging ?  
What type of packaging would you recommend in  
the following cases and why ? 10
- (a) Sea-food for exports
  - (b) Ladies' leather bags
5. What is market segmentation ? Name two ways  
by which the market for each of the following  
products might be segmented : 10
- (a) Magazines
  - (b) Bicycles
  - (c) Perfumes
6. Briefly explain the role of organising and  
controlling in marketing management process. 10
7. Discuss in detail how a marketing manager plays  
a role in footwear industry. Also list the tasks  
carried out by a marketing manager. 10
8. Explain the various steps involed in the  
marketing research process. 10
-