

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

Term-End Examination

00106

June, 2016

BFWE-029 : MARKETING BASIC

Time : 3 hours

Maximum Marks : 70

Note : Attempt all questions. All questions carry equal marks.

1. What is 'Consumer Behaviour' ? Explain the process which a consumer follows before buying a product. 10

2. What is 'Promotion' ? Differentiate between advertising and publicity. 10

3. Why is it important for a marketer to study product life cycle ? Explain various strategies which a marketer follows in each stage. 10

4. Why is it significant to study environment ? Explain various internal and external environmental factors. 10

5. Define the term 'Branding'. How does branding help the organisation in selling the product and customers in buying the product ? 10
6. Discuss the various pricing strategies with the help of suitable examples. 10
7. Write short notes on the following : 5+5
- (a) Direct Selling
 - (b) Sales Promotion
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