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BFWE-025

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

Term-End Examination

June, 2015

00229

BFWE-025 : MARKETING

Time : 3 hours

Maximum Marks : 70

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

1. What are the major objectives of pricing ? How do the different stages of Product Life Cycle (PLC) affect the pricing decision ? Explain giving suitable examples. 10
2. Discuss the several ways in which physical goods are different from services. Explain the above differences with the help of suitable examples. 10
3. Discuss the factors which govern the selection of an appropriate distribution channel. 10
4. Discuss the various areas of application of marketing research in detail. 10
5. What are the major stages in the buyer decision process ? Are all the stages used in consumer purchase decision ? Why or why not ? 10

6. What are the elements of Promotion Mix ?
Discuss the relative advantages and disadvantages of each one of them. 10
7. How does personality play an important role in consumer behaviour? 10
8. Write short notes on any *two* of the following : 2×5=10
- (a) Impact of Internet on Marketing
 - (b) Motivating the Sales Personnel
 - (c) Approaches for Sales Forecasting
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