

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

**Term-End Examination**

**June, 2015**

**00314**

**BFWE-029 : MARKETING BASIC**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. Explain Marketing Mix with the help of a case study of your own choice. 10
  
2. What is Marketing Research ? Discuss its relevance in the field of marketing. 10
  
3. Discuss the role of personal selling and advertising in promoting industrial products. How does it compare to consumer product promotion ? 10
  
4. How can the product life cycle be utilized as a tool to plan market share strategies ? Discuss. 10

5. How would you segment your market for the following : 10
- (i) Computer Training and Education
  - (ii) Laptop Computers
6. Efficient and sound distribution system of a marketing firm is the hallmark of its core strength and competitive advantage in the marketplace. Explain picking up at least two products of your choice, where effective distribution system had largely contributed to their success. 10
7. "Maturity" stage of a product life cycle is perceived as a crucial challenge faced by the marketer. What is your advice for the marketers to manage the challenge with a view to stretch the maturity stage ? Explain taking two examples of your choice. 10
8. Discuss in detail how a marketing manager plays a role in footwear industry. Also list the tasks carried out by marketing manager. 10
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