

**B.Sc. IN LEATHER GOODS AND  
ACCESSORIES DESIGN (BSCLGAD)**

**Term-End Examination**

**June, 2011**

**BFW-058 : MANAGEMENT - II**

*Time : 3 hours*

*Maximum Marks : 70*

*Note : The question paper is divided into three sections. All sections are compulsory.*

**SECTION - A**

1. Fill in the blanks : 5x1=5

(a) In the modern sense, marketing is \_\_\_\_\_ oriented.

- (i) sales
- (ii) consumer
- (iii) target

(b) Marketing occupies an important place in \_\_\_\_\_.

- (i) society
- (ii) country
- (iii) village

(c) Pricing activity involves \_\_\_\_\_ of product prices.

- (i) creating
- (ii) fixation
- (iii) making

- (d) Products are more identified by their \_\_\_\_\_ name.
- (i) wrapper
  - (ii) brand
  - (iii) company
- (e) Advertising creates \_\_\_\_\_ among consumers.
- (i) awareness
  - (ii) loyalty
  - (iii) space

2. State whether the following statements are **True** or **False**. **10x1=10**

- (a) Marketing aims at providing consumer satisfaction.
- (b) Product development means production of goods.
- (c) Marketing helps business in earning profits.
- (d) Marketing does not create goodwill for firm.
- (e) Product development means developing new and better products.
- (f) Marketing mix is one time decision.
- (g) Marketing mix consists of four elements.
- (h) External environment does not affect marketing mix.
- (i) Marketing mix needs continuous review.
- (j) Marketing mix should be so planned that it fulfills the need of the consumer as well as the organisation.

**SECTION - B**

3. Match the phrases under column 'A' with those under column 'B' 5x1=5

	<b>Column - A</b>		<b>Column - B</b>
(i)	Channels of distribution and physical distribution	(a)	Middle man/ Intermediary
(ii)	Person/Agent between manufacturer and consumer	(b)	Components of place - mix
(iii)	Person/Agent between manufacturer and consumer	(c)	Maslow
(iv)	Warehouse with cold storage arrangements	(d)	Perishable goods
(v)	Need hierarchy theory was propounded by	(e)	Direct channel

### SECTION - C

4. Briefly explain the following : (**Any five**) **5x4=20**
- (a) (i) Marketing in traditional sense
  - (a) (ii) Marketing in modern sense
  - (b) Describe the role of marketing in business and society.
  - (c) Enumerate the objectives of marketing.
  - (d) Identify and explain various marketing activities.
  - (e) Explain the various functions of marketing.
  - (f) Explain Marketing Myopia.
5. Explain in detail. (Attempt *any five*) **5x6=30**
- (a) Define Marketing Environment and explain micro and macro environment.
  - (b) Give the names of any three products for which you think personal selling will be most suitable. Give reasons for your answer.
  - (c) What are the different elements of market plan ?
  - (d) Explain the concepts ; width, length and depth of the product.
  - (e) Describe the Maslow's Need Hierarchy theory of motivation.
  - (f) Explain the Product Life Cycle.
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