

**M.Sc. FOOTWEAR TECHNOLOGY
(MSCFWT)**

Term-End Examination

June, 2015

00344

**MFW-030 : MARKETING MANAGEMENT AND
MARKETING RESEARCH**

Time : 3 hours

Maximum Marks : 70

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

1. Define Marketing. Also explain marketer, prospect, product, service and ideas with the help of suitable examples. 10
2. Discuss the Ansoff's product-market expansion matrix. 10
3. Explain how demographic and technological factors affect the organisation's working. 10
4. Explain the process of developing a new product with the help of a suitable example. 10
5. Differentiate between publicity and sales promotion. 10

6. Describe skimming pricing and penetration pricing strategy. 10
 7. Why is it important for a marketer to work on packaging and labelling? 10
 8. Explain exploratory and descriptive research design. 10
 9. What is primary data? How is it different from secondary data? 10
 10. What is sampling? Explain any two types of sampling techniques. 10
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