

**BACHELOR OF ARTS
(FASHION DESIGN) / (FASHION
MERCHANDISING AND PRODUCTION)**

Term-End Examination

December, 2013

BFD-026 : MARKETING PRINCIPLES

Time : 3 hours

Maximum Marks : 100

Note : All questions are compulsory.

1. Write short note : 4x5=20
 - (a) Segmentation
 - (b) Targeting
 - (c) New product development
 - (d) Product life cycle

 2. Explain the meaning and significance of "consumer behaviour." 20

 3. Explain the process of segmentation. 20

 4. Describe the various elements of marketing environment. 20

 5. Explain the process of "Product life cycle." 20
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