

00043

**BACHELOR OF BUSINESS ADMINISTRATION
(RETAIL SERVICES)
(BBARS)**

Term-End Examination

December, 2012

BRS-011 : PRINCIPLES OF MARKETING

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions. All questions carry equal marks. Q.1. is compulsory.

Read the following case and answer the questions :

1. A few winters ago during one of my excursion, I happened to come across an American tourist who wanted to know if India had something more to offer aside from Goa, Rajasthan and South India. I promptly suggested he may go for skiing. He looked at me in complete disbelief. Can you ski in India ? He asked me in a way as if I had suggested a lion safari in Alaska. I was not surprised at his ignorance though for it the credit goes to us for promoting India as a land of temples, monuments, desert culture and nothing more.

For reasons best known to the providence, we have always been averse to speedy transition and innovation. Tourism is one such sector which is

glowing testimony to this fact. The time is ripe now for a rethink in our strategy. For years we have been promoting India as a land of monuments, ancient temples, holy ghats and intriguing culture. The result is that the percentage share of India in world tourist traffic stands at an abysmal 0.36 and percentage share in terms of world tourism receipts stands at a mere 0.70 as per 1999 records.

Questions :

2×10=20

- (a) Do you think there is a need for redesigning the marketing strategy ?
 - (b) What kind of marketing strategy will you suggest to promote India.
-
2. What are the characteristics and benefits of market segmentation ? Describe different basis for segmenting the market. **10+10**

 3. Define buying motives. Explain how does the consumer behaviour affect the decision relating to the production, price, channels of distribution and sales promotion. **5+15**

 4. Why new product fails ? What are the critical for us influencing the management of products ? **10+10**

5. What is pricing ? Discuss its importance and contribution in the formulation of marketing strategy. Describe various internal and external forces that influence the pricing strategy of a firm. **5+8+7**
6. What do you mean by advertising ? Explain **8+12** various types of advertising with appropriate examples.
7. Define distribution channel and describe its role **20** in facilitating delivery of value satisfaction to customers.
8. How will you differentiate between wholesales and **20** retailer ? What are the functions of retailers ?
-