

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

**Term-End Examination**

**December, 2012**

**BFD-026 : MARKETING PRINCIPLES**

*Time : 3 hours*

*Maximum Marks : 100*

---

*Note : All questions are compulsory.*

---

1. Explain the various concepts of marketing. 10
2. Describe the meaning and definition of marketing management and also discuss the scope of marketing management. 10
3. What do you mean by environmental scanning ? Elaborate. 15

**OR**

Explain the importance of marketing planning.

4. What is marketing research ? Discuss the characteristics of a good marketing research. 15

**OR**

“International marketing is infinitely complex”. Discuss this statement and also explain the various facts involved in International Marketing.

5. Describe the various psychological influences in consumer behaviour, with an example. 15
6. Discuss the variables effecting marketing mix. 10
7. Describe the market segmentation procedure and also explain the principles of market segmentation in short. 15
8. Explain the main elements of a marketing plan briefly. 10

---