

00603

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

**Term-End Examination**

**June, 2012**

**BRS-011 : PRINCIPLES OF MARKETING**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Answer any five questions. All questions carry equal marks.*

1. What are the main attributes of a customer driven strategy ? Illustrate with suitable examples.
2. (a) Briefly explain the marketing research process. Illustrate.  
(b) State two research objectives and their corresponding research hypotheses.
3. (a) Distinguish between products and services. Explain giving examples.  
(b) Enumerate the various desirable characteristics of a brand name. Give examples.
4. With the help of suitable examples, explain how a firm's marketing can be influenced by macro environmental forces ? Give reasons.

5. What demographic and psychographic factors should Tata Motors examine for segmenting the Indian market for Nano car ? Give reasons.
  
  6. (a) Briefly explain the factors that impacts the retail markets. Illustrate your answer with suitable examples.  
(b) Briefly discuss the new product pricing strategies. Give suitable examples.
  
  7. (a) What type of sales promotion would be effective for selling expensive consumer products such as houses or automobiles ? Give examples.  
(b) Distinguish between advertising and publicity. Give examples.
  
  8. Write short notes on *any two* of the following :
    - (a) Capturing value for customers
    - (b) Segmenting business markets
    - (c) Product Positioning
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