

00108

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

**Term-End Examination**

**June, 2013**

**BFD-026 : MARKETING PRINCIPLES**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : All questions are compulsory.*

1. Write short note on : 4x5=20
  - (a) Difference between selling and marketing
  - (b) Principles of marketing management
  - (c) Relationship between needs, wants and demand
  - (d) Advertising and promotion
  
2. Describe the various elements of marketing environment. 20
  
3. Describe the role of marketing research. Also discuss the characteristics of good marketing research. 20

4. What do you understand by marketing mix ? 20  
Explain in detail the 4P's of marketing mix.
  
  5. Explain segmentation, targeting and positioning 20  
in detail.
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