

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

00171

Term-End Examination

June, 2015

BRS-011 : PRINCIPLES OF MARKETING

Time : 3 hours

Maximum Marks : 100

*Note : Answer any **five** questions. All questions carry equal marks. Question no. 1 is **compulsory**.*

1. Define Marketing. Differentiate between Marketing and Selling and explain the concept of marketing-mix. As a manager of a footwear company (ABC Co.), how will you design a customer driven strategy for ABC Company? 20

2. Explain the Micro-environment Analysis elements of marketing with the help of suitable examples. 20

3. Define Consumer Behaviour. How is it different from Industrial buyer behaviour? What are the steps involved in the Buyer Decision Process in retail? Explain with the help of suitable examples. 20

4. Write short notes on the following : 4×5=20
- (a) Marketing Intelligence System
 - (b) Limitations of Secondary Data
 - (c) Changing Marketing Landscape
 - (d) Types of Buying Situations
5. Define Segmentation. Explain the characteristics and limitations of market segmentation in retail, with the help of suitable examples. 20
6. (a) Explain the concept of Product-mix decisions with the help of an example. 10
- (b) Define Service. Discuss the relevant marketing strategies for service firms with the help of an example. 10
7. Explain the concept of Product Life Cycle (PLC) in retail. What are the different promotion strategies adopted by the retail firms in each stage of the PLC in retail ? 20
8. Write short notes on the following : 8+12=20
- (a) Buying Motives
 - (b) Effective Marketing Communication process and the barriers of communication
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