

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

**Term-End Examination**

**December, 2011**

**BRS-011 : PRINCIPLES OF MARKETING**

*Time : 3 hours*

*Maximum Marks : 100*

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

1. Briefly describe, with help of suitable examples, the various marketing philosophies (orientations) followed by the Indian firms during the last three decades.
2. Briefly explain the buying-decision process of an Indian middle class family for the purchase of a flat screen Television set.
3. (a) What is Product Life Cycle ? Explain the concept of PLC with suitable examples.  
(b) Briefly explain the process of new product development.
4. What are the major environmental factors that affect the marketing decisions of firms ? Should they be looked up as opportunities or threats ? Give reasons with suitable examples.

5. (a) What do you understand by the term 'Market Segmentation'? What are the various bases of market segmentation?
- (b) How should a manufacturer of kitchen appliances go about segmenting the market for its range of products? Briefly explain the steps.
6. (a) Briefly explain the factors that influence the choice of a distribution channel. Illustrate your answer with suitable examples.
- (b) What are the factors that affect the pricing decisions of firms? Give examples.
7. (a) Describe briefly the factors that help firms determine its marketing communication mix. Give examples.
- (b) Explain the concept of push vs. pull strategy giving suitable examples.
8. Write short notes on *any two* of the following :
- (a) Emerging trends and issues in marketing
- (b) Marketing Research
- (c) Future of retailing