

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

Term-End Examination

December, 2011

BFD-026 : MARKETING PRINCIPLES

Time : 3 hours

Maximum Marks : 100

Note : All questions are compulsory.

1. Write a detail note on various approaches of marketing. 15
2. Explain the functions of a marketing manager in any company. 10
3. Describe the various elements of the marketing environment. 15

OR

Differentiate between goods and services products. Explain with reasons.

4. Explain the steps involved in marketing planning process. What are the major problems in marketing planning ? 10

5. Briefly explain the steps in the marketing research process. 10
6. Elaborate the socio-cultural influences in consumer behaviour, with a suitable example. 15

OR

Define International marketing and write in detail the scope of International Marketing.

7. What do you understand by marketing mix ? Explain the four P's or elements of marketing mix. 15
 8. Explain the meaning and nature of market segmentation. 10
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