

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

**Term-End Examination
December, 2013**

BRS-011 : PRINCIPLES OF MARKETING

Time : 3 hours

Maximum Marks : 100

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

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1. (a) Explain the concept of marketing and discuss its importance in modern day organisations in accomplishing their objectives. 10
 - (b) "Suppliers and intermediaries are important stake holders in the micro environment of the business". Explain the evolving role and function of these stake holders in today's marketing oriented business. 10
 2. You are the head of marketing research unit in ABC Co., which is a consumer goods company. It is introducing a new tooth paste and you are asked to conduct marketing research for the same. Explain briefly various steps you will follow in the conduct of marketing research in this situation. 20
 3. Explain the various economic and psychological factors affecting buyer behaviour. In your opinion which type of factor economic or psychological are more effective at the time of marketing or buying decisions. 20

4. Explain the relationship between market segmentation and mass customization. Critically evaluate any three important bases of segmenting consumer market. 20
5. What are the factors you have to keep in mind while determining the price of a product ? 20
6. What do you mean by Large Scale Retailing ? Give its main forms. To what extent has it succeeded in India. 20
7. (a) Differentiate between marketing mix and promotion mix. State the product specific factor that affect the promotion mix. 10
- (b) Explain the recent trends in wholesaling in India. 10
8. Write short notes on *any two* of the following : 20
- (a) Sales Promotion
- (b) Reasons for failure of new products in India
- (c) E-Procurement
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