

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

**Term-End Examination**

**00785**

**December, 2014**

**BRS-011 : PRINCIPLES OF MARKETING**

*Time : 3 hours*

*Maximum Marks : 100*

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

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**Q1.** Read the following case study and answer the questions that follow :

**FINE FURNITURES LTD (FFL)**

FFL is a small chain of distributors of good quality office furniture, carpets, safes and filing cabinets. The company keeps in touch with advances made in the office furniture field worldwide and introduces those products which are in keeping with the needs of the market in terms of design, workmanship, value for money and technical specifications.

It is contended that furniture purchased is a capital investment in nature and a wise decision can help the buyer save on furniture expenses, because cheaper alternatives have to be replaced more frequently. FFL trades only in good quality furniture which is sturdily made. Differences between its products and cheaper, lower quality ones are well known to those who have several years of experience in the business.

An important feature, FFL feels is the availability of a complete list of components of the furniture system. This enables the customers to add bits and pieces of matching design and colour in the furniture. Such components are available for sale separately. Systems are maintained in stock by the FFL for a number of years and spare parts for chairs and other furniture are always available.

FFL has experienced a downturn in trade over the past two years. In addition, it had to trim its profit margins. Last year, it barely broke even and this year it is heading for a small loss for the first time in FFL's twenty years' history.

- (a) Advise FFL in relation to its product-mix. How will your recommendation affect FFL's image ? 10
- (b) Suggest ways in which promotional activity might help FFL out of the difficulties it now faces. 10
2. Explain the concept of Retail Marketing Environment Analysis with the help of suitable examples. 20
3. Define Marketing Research. Explain the steps involved in the marketing research process. Discuss briefly each step of marketing research process. 20
4. Write short notes on the following : 4×5=20
- (a) Primary and Secondary Data
- (b) Buyer Decision Process in Retail
- (c) Market Segmentation
- (d) Brand Re-positioning
5. Define Services. What do you mean by services marketing mix ? What are the characteristics of services ? Explain with suitable examples. 20

6. Discuss the concept of new product development and the process involved in the new product development with the help of an example. 20
7. Define Retailing. What are the different types of retailers ? Explain how the retail marketing decisions are taken with the help of suitable examples. 20
8. Write short notes on the following : 4×5=20
- (a) Pricing Retail Products
  - (b) Product Life Cycle (PLC)
  - (c) Types of Wholesalers
  - (d) Promotion-mix in Retail
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