

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

Term-End Examination

June, 2013

BRS-011 : PRINCIPLES OF MARKETING

Time : 3 hours

Maximum Marks : 100

Note : Q.1. is compulsory. Answer any four questions. All questions carry equal marks.

Read the following case and answer the questions :

1. An understanding of consumer behaviour is of critical importance to all persons engaged in any form of marketing activity, its importance stems from the fact that (i) behaviour of consumers can be understood (ii) the behaviour can be influenced, and (iii) the marketer can manipulate these influencing variables to his advantage. Every human society has some type of social class structure which divides its members into hierarchical groups, within these classes, social groups tends to form, and it is these groups that are responsible for transmitting the norms and behaviour patterns prescribed by society. Several factors distinguish these groups including,

occupation wealth, education, possession and values. Social class is not equivalent to occupation or income or any criterion, but it may be related to one or more of these. In addition, reference groups also represent important sources of social influence in consumer behaviour, some products and brands are susceptible to reference groups influence while others are not, and this depends on the conspicuousness of the products. When visibility is high but exclusivity is low, reference group influence pertains more to the purchase of the product and less to the brand.

Questions :

10x2

- (a) Try to identify three or four purchase situations which enables you to use the issues and concepts of buying behaviour and perceived risk in these situations.
- (b) How various cultural values influence consumer behaviour and compare these values with the developed countries ?

2. What factors would influence the willingness and ability of consumers to buy each of the following products ? **5x4**

- (a) Microwave oven
- (b) Motor cycle
- (c) Wrist watch
- (d) Computer

3. What is "Product life cycle" ? Explain its various stages. How marketing strategy would vary with each stage ? Take a product and explain **4+8+8**
4. What is a product, product line and product mix ? Describe the essential characteristics of a product. **20**
5. Explain promotion mix. How will you decide the structure of a promotion mix for a company engaged in manufacturing and selling ready - made garments. **5+15**
6. "Good salesman are not born but made by properly organised and directed sales training programme". Discuss. **20**
7. What are the major factors which force manufacturer to choose more than one channel for their product ? What are those channels. Explain. **20**
8. Write short notes on following : **5x4**
- (a) Industrial products
 - (b) Market segmentation
 - (c) Pricing
 - (d) Personal selling
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