

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

Term-End Examination

June, 2014

BRS-011 : PRINCIPLES OF MARKETING

Time : 3 hours

Maximum Marks : 100

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

1. "Someone said marketing begins with customer and ends with customer". Discuss this statement with the help of suitable examples. 20
2. Using the steps in marketing research process, describe how you would go about investigating the feasibility of a photocopying shop adjacent to a university campus ? 20
3. What do you understand by the term market segmentation ? How would you segment the market for tooth paste ? 20
4. (a) "Middleman and their function form an essential part of marketing channels." Discuss with suitable examples. 10
(b) Explain the inter - relationship between market segmentation, targeting and positioning. 10

5. Why is branding an important consideration in the case of consumer goods ? Discuss with suitable examples. 20
6. What is sales promotion ? Discuss major sales promotion tools adopted by marketers for promotion of sales at consumer level and at trade level. 20
7. "Advertisement leads to falsehood in business". Do you agree ? Give arguments in support of your answer. 20
8. Write short notes on **any two** of the following : 20
- (a) Difference between direct marketing and personal selling
 - (b) Retailing Decisions
 - (c) Strategic Concept of Marketing
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