

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

Term-End Examination

December, 2010

00071

BFD-026 : MARKETING PRINCIPLES

Time : 3 hours

Maximum Marks : 100

Note : All questions are compulsory.

1. Answer the following questions : 4x3=12

- (a) Explain the meaning and definition of marketing.
- (b) Write down in brief the functions and importance of marketing.
- (c) Discuss the various approaches to the marketing environment.

2. Explain in detail : 10x2=20

- (a) What do you understand by marketing planning and explain its objective ?

OR

Discuss the scope, importance of Marketing Research.

- (b) Explain the process of consumer decision making.

OR

Describe the factors affecting the marketing mix.

3. Explain the following in detail : 10x3=30

- (a) Discuss the advantages and disadvantages of using demographics as a basis of segmentation. Can demographics and psychographics be used together to segment markets ? Give example.

OR

What are the various approaches for effective segmentation ?

- (b) Differentiate and discuss in detail the marketing mix elements both for goods and services.
- (c) Write in detail the benefits of International Marketing.

4. Answer the following :

- (a) Define a product. Also elaborate the levels of a product. 12
- (b) Explain the various concepts of Marketing. 12

5. Write notes on :

- (a) Impact of political environment on marketing. 7
- (b) Impact of technology on marketing. 7