

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

Term-End Examination

June, 2011

BFD-026 : MARKETING PRINCIPLES

Time : 3 hours

Maximum Marks : 100

Note : All questions are compulsory.

1. Answer the following questions. 4x3=12
 - (a) Discuss the relationship among the human needs, wants and demand.
 - (b) Distinguish between marketing and selling.
 - (c) Write in short on the principles of Marketing Management.

2. Explain in detail. 10x2=20
 - (a) Describe the various elements of the Marketing Environment.
 - (b) Explain the importance of Marketing planning.

3. Explain the following in detail. 10x3=30
 - (a) What do you understand by Marketing Research ? Also discuss the characteristics of good marketing research.

- (b) Discuss the meaning and significance of consumer behaviour.

OR

What do you understand by marketing mix ?
Explain the four P's or elements of marketing mix.

- (c) Explain the various levels of marketing segmentation in detail.

4. Answer the following.

- (a) Define International Marketing and write in detail the scope of International Marketing. **12**
- (b) Highlight the role and importance of market segmentation. Is market segmentation relevant to marketing concept ? If so how ? Discuss in detail. **12**

5. Explain.

- (a) What are the social factors that have direct bearing on consumer behaviour ? Discuss role of reference groups in detail. **14**

OR

Differentiate between a goods and service product. Explain with reason.
