## Dr. Babasaheb Ambedkar Open University Term End Examination July – 2019

**BBA** Course Date 18-02-2019 **Subject Code BBAN-401** Time 11:00am to 02:00pm **Marketing Management** 03 Hours **Subject Name** Duration **70** Max. Marks Section A **Answer the following (Attempt any three)** (30)Discuss the meaning and scope of marketing function. How does it influence/affect 1. the exchange process? Illustrate with suitable examples. 2. Explain the Marketing Funnel What is the importance of product in marketing mix? What is price discrimination? 3. Explain different types of price discrimination. 4. Why should today's firm opt for online marketing than the traditional one? Mention your views on the merits and demerits of them from cost, accessibility, impact factor perspectives. 5. What is sales promotion? Explain the salient features of sales promotion. Section B **Answer the following (Attempt any four)** (20)1. Explain CPV & CLV Explain the Five Stage Model of Consumer Buying Process. 2. Discuss the various factors that affect the design of marketing organization in the 3. Indian context. How will you segment a market for a joint of fast food restaurant, say, McDonalds. 4. Explain the importance External Packaging of products in marketing. 5. Explain the Importance of Ingredient Marketing. 6. **Section C** Part – A (Multiple Choice Questions) (10)Which of the following statements about marketing is true? 1 A It is of little importance when It can help create jobs in the В products are standardized economy by increasing demand for goods and services. D It is more important for bigger It helps to build a loyal customer base but has no impact on a firm's organizations than smaller ones. intangible assets. 2 goods constitute the bulk of most countries' production and marketing efforts. Α Durable В **Impulse** Physical D Luxury As economies advance, a growing proportion of the economy's activities focuses on 3 the production of \_\_\_\_\_. A products B events C services D experiences

4	The "Malaysia, Truly Asia" ad campaign that showcased Malaysia's beautiful landscape and its multicultural society in order to attract tourists is an example of					
	Tanus	marketing.	iii oraci	to attract tourists is an example of		
		event	В	property		
		place	D	service		
5		-	_			
3		rental firms, hair dressers, and man	_	=		
	A C	goods	B D	experiences		
6	_	events		service		
6	Soccer's World Cup is promoted aggressively to both companies and fans. This is an					
		nple of marketing a(n)	D	Dlaga		
	A		В	Place		
7	C	Event	D	Expereince		
7	In Walt Disney's Magic Kingdom, customers can visit a fairy kingdom, a pirate ship,					
		ven a haunted house. Disney is man				
	A	experience	В	Event		
0	C	Service		Place		
8	Janet is very upset that she can't get tickets to the Rolling Stones concert because					
	they are sold out. Which of the following demand states applies to Janet's situation?					
	A	nonexistent demand		Latent Demand		
	C	unwholesome demand	D	overfull demand		
9	Sales of woolen clothing usually increase during the winter season and decline					
		eafter. This is an example of				
	A	irregular	В	declining		
	C	impulse	D	latent		
10	Organizations catering to the market need to price their offerings					
	caref	fully because these markets usually	/ have li	mited purchasing power.		
	A	business	В	global		
	C	nonprofit	D	consumer		
		Croll.				
	Part – B (Do as Directed)				(10)	
		adle				
1	Defi	ne Focus Grouss.				
2	Once	Once you have identified your target market, the next step is to create the product				
	mix. Is the statement is True or False?					
3	Companies need to be in order to sell the product successfully.					
	Companies that focus on the product instead are sure to fail.					
4		An is a systematic, critical review and appraisal of the organization its				
	operations and systems and the whole environment in which it operates.					
5		Define Warranties.				
6	What is POS					
7		ne Brick-and-Click				
8		at is cliques				
9		at is Subliminal Perception				
10	The individual who strongly affects the purchase is					