

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

<b>Course</b>	: BBA	<b>Date</b>	: 18-02-2019
<b>Subject Code</b>	: BBAN-401	<b>Time</b>	: 11:00am to 02:00pm
<b>Subject Name</b>	: Marketing Management	<b>Duration</b>	: 03 Hours
		<b>Max. Marks</b>	: 70

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**Section A**

**Answer the following (Attempt any three)**

**(30)**

1. Discuss the meaning and scope of marketing function. How does it influence/affect the exchange process? Illustrate with suitable examples.
2. Explain the Marketing Funnel
3. What is the importance of product in marketing mix? What is price discrimination? 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
2. Explain the Five Stage Model of Consumer Buying Process.
3. Discuss the various factors that affect the design of marketing organization in the Indian context.
4. How will you segment a market for a joint of fast food restaurant, say, McDonalds.
5. Explain the importance of External Packaging of products in marketing.
6. Explain the Importance of Ingredient Marketing.

**Section C**

**Part – A (Multiple Choice Questions)**

**(10)**

1. Which of the following statements about marketing is true?

A It is of little importance when products are standardized	B It can help create jobs in the economy by increasing demand for goods and services.
C It helps to build a loyal customer base but has no impact on a firm's intangible assets.	D It is more important for bigger organizations than smaller ones.
2. \_\_\_\_\_ goods constitute the bulk of most countries' production and marketing efforts.

A Durable	B Impulse
C Physical	D Luxury
3. As economies advance, a growing proportion of the economy's activities focuses on the production of \_\_\_\_\_.

A products	B events
C services	D experiences

