Dr. Babasaheb Ambedkar Open University Term End Examination December – 2019

BBAHT Course Date 06-Jan-2020 **Subject Code BBAHT - 203 (NEW)** Time 11:00am to 02:00pm **Marketing Management** Duration 03 Hours **Subject Name** 70 Max. Marks Section A **Answer the following (Attempt any three)** (30)1. Define marketing. Explain the importance of marketing. 2. Explain the marketing planning process. Define marketing mix. Explain the factors of marketing mix. 3. Describe the concept and definition of a product. 4. What do you mean by LIFE CYCLE OF PRODUCT. Explain in details the main 5. stages of the life cycle of a product. **Section B Answer the following (Attempt any four)** (20)1. Write a Short note on The Production Concept. 2. Write a Short note on The Product Concept 3. Explain the difference between Sales and Marketing. Write a short note on Elements of Product Planning. 4. Explain labelling and its classification 5. 6. Explain the importance of decisions relating to the channels of distribution. **Section C Part – A** (Multiple Choice Questions) (10)Encourages customers to respond or undertake some activity through the use of 1 special short-term techniques such as incentives means Advertising A В **Personal Selling** publicity D **Sales Promotion** Possibly the most well-known methods of sales promotion are those intended to 2 appeal to the final consumer, is known as Trade Market Directed **Business-to-Business Market Directed** Α В \mathbf{C} Consumer Market Directed D All of above Organizations that purchase products from suppliers, such as manufacturers and in 3 turn sell these to other resellers, such as retailers or are known as Retailers **Industrial Distributors** A Customers D Wholesalers 4 These are organisations that help with the exchange of products without taking ownership of the product. They include Agents **Brokers** Α

D All of Above

C

Distribution Service Firms

5	The marketing of a product or service in which the offer itself is not intended to make a monetary profit for the marketer is also known as			
	A Non-profit marketing	B	Advertised marketing	
	C profit marketing	D	Target marketing	
6	A nation or other geographic market's total		0	
U	persons in its population means:			
	A Total Income	В	Per capita income	
	C Per Capita Ancestral Income	D	None of Above	
7	The four stages products go through from birth to death: introductory, growth,			
	maturity and decline is known as			
	A Best Product life cycle	В	Average Product life cycle	
	C Product life cycle	D	Final Product life cycle	
8	The number of people or households exposed to a particular advertising media or			
	media schedule during a specified time, can be described as			
	A Reach	В	Service	
	C Range	D	Slogan	
9	The particular segment of a total population on which the retailer focuses its merchandising expertise to satisfy that submarket in order to accomplish its profit			
	objectives is known as			
	A Strategic market planning	В	Target market	
	C Stagnant market planning	D	Complete Market	
10	WOM in marketing means:			
	A Word of music communication		Web of model communication	
	C Word of mouth communication	D	None of the above	
	Part – B (Do as Directed)			
	Explain in One or Two Line			
1	Brand			
2	Chain store system			
3	Clustering			
4	Brand Chain store system Clustering Barcode			
5	Types of Market Segments			
6	Mention any 4 objectives of the enterprise			
7	Mention 4 Characteristics of the product			
8	Explain in one line 4 Medium of Advertising			
9	Destination merchandises			
10	Marketing mix			