Dr. Babasaheb Ambedkar Open University Term End Examination July – 2021

Cou	Course			BBAR/DBAR		Date	:	27-July-2021	
Subject Code : BBAR/DBAR-20			BBAR/DBAR-201		Time	:	01:00pm to 03:00	0pm	
Subj	me	:	Marketing Manageme	igement	Duration	:	02 Hours		
				0 0		Max. Marks	:	50	
					Section	ı A			
	Answ	er the	e fo	llowing (Attempt any t					(20)
1.	Expla	in "W	hat	is Marketed"					, ,
2.	Expla	in the	coı	ncepts of marketing					
3.	Defin	e strat	egi	c planning. Explain the p	process	in detail.			
4.	Expla	in the	CF	M from banking sector	point of	f view.	4		
					Section	ı B			
	Answ	er the	e fo	llowing (Attempt any t	hree)				(15)
1.	Expla	in ST	P.			0.			
2.	Write	short	not	e on Guerrilla Marketing	g.				
3.	Expla	in soc	ial	media influencer in deta	il.				
4.	Write	a sho	rt n	ote on Marketing Plan.	•				
5.	Expla	in Mo	tiva	ation in brief.					
				croffi C	Section	ı C			
						hoice Questions)			(10)
1					_	rs of these deeper ne	eds	3	(20)
	A	Want			В	Demand	-		
		Need	2	ion, 70	D	None of the above			
2			tan	ds for Physical distributi	on activ			e product moves	
	from t			y to the customer.		C		1	
	A]	Price			В	Promotion			
	\mathbf{C}	Place	•		D	All of the above			
3			_ ar	e wants for specific proc	lucts th	at are backed by an	abi	lity and	
	willin	gness	to 1	ouy them.					
	A '	Want			В	Demand			
	\mathbf{C}	Need			D	None of the above			
4			i	s a form of internet marl	keting th	hat involves creating	g aı	nd sharing content	
	on soc	cial m	edi	a networks in order to ac	hieve n	narketing and brand	ing	goals.	
	A]	Intern	et n	narketing	В	Social Media Mark	ceti	ng	
	\mathbf{C}	Negat	ive	marketing	D	None of the above			
5			me	ans that customer purcha	ase that	product or service v	vhi	ch they are in	
	need o	of and	on	ly tend to buy items to w	hich th	ey are habitual.			
	A	Impul	sive	e customer	В	Wandering custom	ier		
	\mathbf{C}	Need 1	bas	ed customer	D	None of the above			

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6	The	They are frequent visitors but they visit only when the discounts are provided on										
	regular products and brands.											
	A	Impulsive customer	В	Wandering customer								
	C	Discount customer	D	Loyal customer								
7	refers to marketing that occurs only online. In other words,											
	marketing efforts that businesses do solely over the Internet.											
	A	Negative marketing	В	Positive marketing								
	C	Internet marketing	D	None of the above								
8	Consumers may be attracted to products that have undesirable social consequences											
	A	Unwholesome demand	В	Latent demand								
	C	Negative demand	D	All of the above								
9	The is the set of consumes who have interest, income, and access to a											
	part	icular offer.										
	A	Available market	В	Target market								
	C	Potential market	D	None of the above								
10	"Meeting the needs of the customer by earning profit." Is											
	A	Organizing	В	Marketing								
	C	Directing	D	None of the above								
		C										
		Par	t – B (Do as	Directed	(05)							
			`	100	` ,							
1	Def	ine Marketing	•									
2		Negative demand										
3	Latent demand											
4	Name the marketing channels											
5	Four C's of Marketing											
		alen x										
		Mide										

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		davillade										
		a X V										