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

Course Subject Code Subject Name		:	BBA BBAN-401 Marketing Management	Date		:	06-March-2021		
		:			Time	:	01:00pm to 03:00p	m	
		:			Duration	:	02 Hours		
					Max. Marks	:	50		
				Section A	4				
	Answer	the fo	ollowing (Attempt any	two)				(20)	
1.	Define 7 p's of marketing mix.								
2.	Explain marketing planning process in detail.								
3.	Define Types of Market Segments in detail.								
4.	Explain l	Explain Meaning and Definition of Sales Promotion.							
				Section I	В				
	Answer	the fo	ollowing (Attempt any	three)				(15)	
1.	What is a	narke	ting? Explain the mark	eting mix	in detail.	U			
2.	Explain 1	orodu	ct life cycle in detail.			•			
3.	Describe	masl	ow's hierarchy theory i	n detail.	100				
4.	Define m	arket	segmentation in detail.						
5.	Describe	distri	bution management in	detail.					
				Section (C				
			Part A (Mul	tiple Cho	oice Questions))		(10)	
1	Which of	f the f	following is not a recog	nized area	a of opportunity	y for	developing		
	synergy?		1090	<i>)</i>					
	A Fur	oction	alkilli	В	Processual				
	C Stra	ategio	10	D	Managerial				
2	Marketin	g is n	nostly right brained in_		_•				
	A Tra	dition	al Marketing	В	Modern Marke	eting			
	C Pro	fessio	nal Marketing	D	Thinking Marl	ketin	g		
3	Environr	nent i	ncludes those things th	at are	large	ely u	ncontrollable,		
	changing	, cons	straining and potentially	y relevant					
	A Ext	ernal		В	Internal				
	C Co	ntrolla	able	D	None of the ab	ove			
4	The disposable personal income refers to the								
	A Act	ual in	icome	В	Total Income				
	C Gro	ss inc	come	D	All of the above	ve			
5	Age, Gender and Income come under which factors								
	A Soc	cio –e	conomic factors	В	Demographic	facto	rs		
	C Pro	duct f	factors	D	Qualitative fac	ctors			

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6	Firms that we	ork mainly in the busines	s-to-busi	ness market selling products obtained							
	from industrial suppliers.										
	A Industri	ial Distributors	В	Wholesaler							
	C Retailer	r	D	Seller							
7	Distribution channels often require the support of others in order for the										
	to reach its target market.										
	A Market	er	В	Seller							
	C Distrib	utor	D	Customers							
8	is the fourth major important component of company's total marketing										
	mix.										
	A Product	t	В	Promotion							
	C Price		D	Place							
9	Short-term incentives to encourage the purchase and sale of a product										
	A Persona	al Selling	В	Sales Promotion							
	C Adverti	ising	D	Publicity							
10	C.P.A. stands	s for	·								
	A Cost pe	er action	В	Cost per annum							
	C Both of	the above	D	None of the above.							
		Part – R	(Do as I	Directed)	(05)						
	State Weath	er the following stateme	`		(00)						
1	There are three main approaches to the explanation of buyer behavior.										
2	Self-image is the picture a person of himself; how he sees himself and how others										
	see him.										
3	Seven-step approach to marker segmentation is very simple and practical and works										
	for most mar										
4	Sales promotion does of include advertising, personal selling and publicity.										
5	Services are usually designed around the specific requirements of the individual										
	customer.	gamir 96									
