Dr. Babasaheb Ambedkar Open University Term End Examination January – 2023

BBAR/DBAR Course **Date** : 31-Jan-2023 **Subject Code BBAR/DBAR-201** Time 12:45pm to 03:00pm MARKETING MANAGEMENT **Duration 02.15 Hours Subject Name** Max. Marks 70 **Section A Answer the following (Attempt any three)** (30)1. Discuss the importance of Marketing. 2. Explain the psychological factors affecting Consumer Behavior. 3. Explain porter's framework on Competition. 4. Which are the different characteristics of Service Industries? 5. Explain the process of Price Determination. **Section B** (20)**Answer the following (Attempt any four)** 1. Write a short note on Marketing Mix. 2. Explain strategic Process. 3. Which are the different types of Market Segments? 4. Explain the Micro-Environment of the Organization. 5. Write a note on consumer's Promotion Method as a tool of sales promotion. 6. Explain Advertising as Communication Process. Section C Part - A (Multiple Choice Questions) (10)marketing can be more expensive than undifferentiated 1 Concentrated Individualized A В Differentiated \mathbf{C} None of the above 2 Market Skimming is also known as: A Premium pricing В Penetration pricing Both of the above D None of the above. 3 is a systematic, critical review and appraisal of the organization, its operations and systems and the whole environment in which it operates. Α Audit Marketing Audit \mathbf{C} Financial Audit D None of the above 4 __is a person who serves as an opinion leader of group. Such opinion leaders are found at all levels of society. Α Influential Reference groups В Primary groups \mathbf{C} Secondary groups The individual who strongly affects the purchase is; 5 **Initiator** Influencer A \mathbf{C} Decider D Buyer

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6	Spec	cialization in which firm specializes in	mal	cing a certain product and sell it to		
O	several segments.					
	A	Selective specialization	В	Market specialization		
	C	Product specialization	D	None of the above		
7		Firms that work mainly in the business-to-business market selling products obtained				
,	from industrial suppliers.					
	A	Industrial Distributors	В	Wholesaler		
	C	Retailer	D	Seller		
8		rt-term incentives to encourage the pu	_			
O	A	Personal Selling	В	Sales Promotion		
	C	Advertising	D	Publicity		
9		exhibitions is an example of	D	Tublicity		
	A	Publicity	·	Advertisement		
	C	Personal Selling	D	Sales Promotion		
10		Service environment refers to the context in which the is performed.				
10	A	Service	В	Product is performed.		
	C	Goods	D	None of the above		
	Ü	30045		Trong of the troop		
		Part – B (D	o as	Directed)	(10)	
	Stat	e whether the following statements	are T	True or False.	, ,	
1	Lowering the prices of products by creating a competitive environment.					
2 Marketing not covers several aspects, such as advertising, public relations, sales						
	promotions.					
3	Rapid poliferation of new measurable and targetable channels is in modern marketing.					
4	The social facet of the environment consists of the human relationships of the					
	orga	nization and strategies to individuals,	to gi	oups and to society in general.		
5	A key part of competitive analysis is assessing their strengths and weaknesses.					
6 Seven-step approach to market segmentation is very simple and practical and v						
		t marketers.				
7	7'p of marketing do not includes Product, Price, Place, Promotion, Physical Evidence,					
	Proc	cess and People.				
8	Sales promotion does not include advertising, personal selling and publicity.					
9	An	An airline markets the process of transportation and a restaurant's product is the				
	proc	ess of meal preparation.				
10	The success of advertisement campaign depends on the inputs by advertising agency.					
