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

Course Subject Code		:	BBA		Date Time	:	30-July-23	
_	ect Code ect Name	:	BBA-401(NEW) Marketing Management		Duration Max. Marks	:	12:45pm to 03:00pm 02.15 Hours 70	
			S	ection	Α.			
	Answer tl	ie fo	ollowing (Attempt any th		A			(30)
1.			Elements of Marketing Cor					(50)
2.			tions of Marketing.	pv.				
3.			Factors Influencing Consu	ımer B	Behaviour?			
4.			ia for Market Segmentation					
5.			Types of Channels of Dist		on?			
			7 1					
			S	ection	В	U	•	
	Answer tl	ie fo	ollowing (Attempt any for	ır))		(20)
1.	What is M	arke	eting? Explain concept of M	Market	ting.			
2.	Explain m	arke	eting mix in detail.					
3.	Discuss M	arke	eting Concepts in depth.					
4.	Which are	the	Characteristics of Marketi	ng En	vironment?			
5.	Write a no	te o	n product life cycle.	. 1				
6.	Write met	ods	s of sales promotion.					
			1 from					
			Aga S	ection	\mathbf{C}			
			Part - A (Multi	ple Cł	noice Questions)			(10)
1		•	following is not a recognize	ed area	a of opportunity fo	or de	veloping synergy?	
	A Func	tion	A Company	В	Processual			
	C Strat	_		D	Managerial			
2	There are		main external elements	of ma	rketing mix.			
	A Two			В	Three			
	C Six			D	Four			
3	_		nprises both buying and se	_				
	A Prof		•	В	T.S. Tailor			
	C Prof			D	J.E.Pyle			
4	-		llowing in context with the					
			elements	В	Social elements			
			ogical elements	D	Economic elemen	nts		
5			e personal income refers to					
			ncome	В	Gross income			
_	C Tota			D ·	All of the above		_	
6			to investigate the psychological	_			research	
	A Moti			В	Marketing			
	C Man	ager	nent	D	Managing			

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7	P.E.S.T. is Political, Economical, Social &										
	A	Technology	В	Terminology							
	C Technical D None of the above										
8	Age, Gender and Income come under which factors										
	A	Socio –economic factors	В	Demographic factors							
	C	Product factors	D	Qualitative factors							
9	pricing the product above the level adopted by competitors.										
	A	Premium Pricing	В	Discount rate Pricing							
	C	Tender Pricing	D	Odd Pricing							
10	Serv	Service environment refers to the context in which the is performed.									
	A	Service	В	Product							
	C	Goods	D	None of the above							
		Part – B	(Do as	Directed)	(10)						
	State whether the following statements are true or false										
1	Mar	ket Skimming is also known as Pre	mium p	oricing.							
2	Low	vering the prices of products by crea	iting a o	competitive environment.							
3	Rapid proliferation of new measurable and targetable channels is in modern marketing.										
4	Mar	keting is mostly right brained in Mo	odern N	Marketing.							
5	The	environment includes political, soc	ial, tecl	nnological and economic elements.							
6	Self	-image is the picture a person of hi	imself;	how he sees himself and how others see							
	him		•								
7	Five forces model was given by Mc.Carthy.										
8	Different marketing programs cannot be used for different segments.										
9	Price is the fourth major important component of company's total marketing mix.										
10	C.P.	C.P.A. stands for Cost per action.									
		and the same									
		**	****								
		10 M									
	thilladd *****										