# Dr. Babasaheb Ambedkar Open University

**Term End Examination July-2016**

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| **Course** | **: BBAHT** | | |
| **Subject Code** | **: BBAHT-205** | **Total Marks** | **: 70** |
| **Subject** | **: Marketing Management** | **Duration** | **: 03 hours** |
| **Date** | **:** | **Time** | **:** |

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## Section A

**Answer the following (any three)** **(30)**

1. Define marketing. What is the role of customer in any marketing strategy?
2. What are major functions of marketing?
3. Discuss Technological changes and market planning.
4. Discuss importance of market segmentation in market planning.
5. Explain the importance of promotion in marketing mix.

## Section B

**Answer the following (any four)** **(20)**

1. SWOT Analysis
2. Motivation
3. Product life cycle.
4. Importance of Distribution channel.
5. Publicity
6. Service marketing

## Section C

**(A) Explain the following terms:** **(10)**

1. Marketing Environment
2. Marketing Mix
3. Personality
4. Culture
5. Micro environment

**(B) Fill in the blanks with appropriate word:** **(10)**

1. Market aggregation is just the _____of segmentation. (opposite / equal)
2. _____is a psychological theory which studies the response of consumers. (Personality / Cognition)
3. Only very _____firms can undertake a full market coverage strategy. (Small /Large)
4. A unique symbol that represents a specific firm or organization is called_____. (Trade mark / Logo)
5. _____factors which are not controlled by the company. (Internal / External)

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SAMPLE QUESTION PAPER