Dr. Babasaheb Ambedkar Open University

Term-End Examination July-2016

Course	**: BBAIB**		
Subject Code	**: BBAIB - 109**	**Max. Marks**	**: 70**
Subject Name	**: Marketing Management**	**Duration**	**: 03 hours**
Date	**:**	**Time**	**:**

SAMPLE QUESTION PAPER

Section A

Answer the following: (Any Three) **(30)**

1. Define Marketing. Differentiate between Marketing and Selling with suitable example(s).
2. Explain various stages of product life cycle with appropriate marketing strategies for each stage.
3. Launching new products at regular intervals has become one of the key success factors for any company today. Thus, new product development process has become an important area for any company aiming at leadership position in the market. With this as a background, discuss the steps of the new product development process for companies.
4. Suggest the market segmentation strategy for the following products:

   1. Herbal Hair Oil 2. Reverse Osmosis System
5. Suggest the promotion mix with justification of the selection for the following products:

   1. A five star hotel 2. Personal Computer

Section B

Answer the Following: (Any Four) **(20)**

1. Explain BCG Matrix
2. What is Marketing Research? Why is it needed by companies?

3. Explain the concept of Market-Skimming Pricing and Market-Penetration Pricing with suitable examples.
4. What are the functions performed by a wholesaler?
5. Critically evaluate the role of packaging and labeling in the marketing of product.
6. Short note: personal Influences the decision making process of a consumer.

Section C

A. MCQ (2x5) (10)

1. The buying process starts when the buyer recognizes a _____.
   a. Product
   b. an advertisement for the product
   c. a salesperson from a previous visit
   d. problem or need
2. _____ markets are made up of members of the distribution chain.
   a. Consumer
   b. Business-to-business (industrial)
   c. Channel
   d. Institutional
3. The promotion "P" of marketing is also known as _____.
   a. Product Differentiation
   b. Distribution
   c. Cost
   d. Marketing Communication
4. Marketing is both an "art" and a "science" there is constant tension between the formulated side of marketing and the _____ side.
   a. creative
   b. selling
   c. management
   d. behavior
5. The mental act, condition or habit of placing trust or confidence in another shows which of the following options?

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a. Motive
b. Belief
c. Behavior
d. Attitude

B. Do as Directed (2x5) **(10)**

1. Define: Marketing Mix
2. What is organization buyer behavior?
3. Define descriptive research
4. What is Quota Sampling?
5. Define Channelless Retailing

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