

Dr. Babasaheb Ambedkar Open University
Term End Examination February – 2026

Course Name : BBA
Subject Name : Marketing Management
Subject Code : BBACC302

Date : 21-02-2026
Time : 11:30AM TO 01:45PM
Max Marks : 70

Q.-1. Write answers to any one of the questions given below (in 1,200 words). (14)

- (1) Explain the factors affecting price.
- (2) Explain Direct Marketing in details.

Q.-2. Write answers to any one of the questions given below (in 1,200 words). (14)

- (1) Discuss the key component of Market Strategy.
- (2) What are the distribution challenges in rural markets?

Q.-3. Answer the following question (Attempt any one) in about 1200 words. (14)

- (1) What is Market Segmentation? Discuss the benefits and limitations of Market Segmentation.
- (2) What is personal selling? Discuss steps of personal selling process.

Q.-4. Answer the following question (Attempt any one) in about 1200 words. (14)

- (1) Discuss the fundamental issues in marketing ethics.
- (2) Write the components of marketing Control?

Q.-5. Write short notes on any three of the following topics. (9)

- (1) Explain the Importance of Marketing.
- (2) What is Market Research?
- (3) What are organized and unorganized stores?
- (4) Write a note on the Department Stores.
- (5) Write a short note on Affiliate marketing and syndication on the internet.

Q.-6. Select the correct response for each of the following questions (5)

(1) Market segmentation helps marketers in ____.

- A) Decreasing Marketing cost
- B) increasing in product price
- C) better satisfaction of customers' needs
- D) none of the above

(2) Social media marketing mainly focuses on: _____.

- A) Broadcasting TV ads
- B) Engaging customers through online platforms
- C) Offline exhibitions
- D) Direct postal mail

(3) The Census of India defines Rural as any habitation _____.

- A) where at least 55% of the male working population is engaged in agriculture
- B) where at least 65% of the male working population is engaged in agriculture
- C) where at least 75% of the male working population is engaged in agriculture
- D) none of the above

(4) Which tool is commonly used to measure the effectiveness of marketing strategies?

- A) SWOT Analysis
- B) Marketing profitability analysis
- C) ROI (Return on Investment)
- D) Marketing budget allocation

(5) A marketing control system evaluates the performance of marketing activities against: _____.

- A) The competition
- B) Customer satisfaction surveys
- C) Marketing objectives and goal
- D) Sales department targets
