

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

|              |                        |            |                      |
|--------------|------------------------|------------|----------------------|
| Course       | : BBAR/DBAR            | Date       | : 12-Feb-26          |
| Subject Code | : BBAR-201/DBAR-201    | Time       | : 03:00pm to 05:15pm |
| Subject Name | : Marketing Management | Duration   | : 02.15 Hours        |
|              |                        | Max. Marks | : 70                 |

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**Section A**

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

**(30)**

1. Discuss the Stages of Strategic planning process.
2. Discuss the Emerging Trends in Marketing.
3. Explain the Factors Influencing Consumer Behaviour.
4. Discuss the New Product Development Process.
5. Explain the Modes of Entry to Foreign Markets.

**Section B**

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

**(20)**

1. Discuss the Sampling Methods in brief.
2. Explain the Features of CRM.
3. Explain the Characteristics of Business Markets.
4. Write a note on Positioning.
5. Discuss the Classification of Products.
6. Explain the Characteristics of Services.

**Section C**

**Part – A (Multiple Choice Questions)**

**(10)**

- 1 4Ps of the Marketing Mix does not includes:  
A Product B Price  
C Packaging D Promotion
- 2 Content of Marketing Plan does not include :  
A SWOT B Executive summary  
C Mission & Vision D Objectives
- 3 Which is the limitation of Marketing Research?  
A Limited Time B Expensive  
C Provides Indicators Only D All of the above
- 4 \_\_\_\_\_ is the mathematical projection of future sales.  
A Customers' expectation B Co–relation analysis  
C Delphi Method D Time Series Analysis
- 5 Long term business relationship in B2B helps in \_\_\_\_\_  
A Cost efficiency B Gain Trust  
C New products D All the above

- 6 Holistic marketing does not include :  
A Financial Marketing B Integrated Marketing  
C Internal Marketing D Performance Marketing
- 7 What is more important in brand equity?  
A Quality B Quantity  
C Customer perception D None of the above
- 8 Promotion in Ps included:  
A Sales Promotion B TV Advertisement  
C Print Advertisement D All of the above
- 9 Which is the first step in designing a marketing channel?  
A Control B Evaluation  
C Analysis D Legal Constrains
- 10 Digital marketing is similar to \_\_\_\_\_.  
A Cold Calling B Outdoor Marketing  
C Web Designing D Online Marketing

**Part – B (Do as Directed)**

**(10)**

**State whether the following statements are true or false:**

- 1 The essence of marketing strategy of a firm is felt from its target market and marketing mix.
- 2 DSS is the interactive system in the company.
- 3 Secondary data are the first-hand information, which is collected by the researcher.
- 4 The ultimate aim of CRM software is to treat customers on a personal level.
- 5 The first step in consumer buying process is purchase decision.
- 6 Brand Mantra should be crisp, short and vivid.
- 7 The product planner must build levels around the core product.
- 8 Packaging is important because it is the buyer's first encounter with the product.
- 9 A large market will require decrease in channel members.
- 10 Visual presentation is possible in radio advertisement.

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