

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

Course	: BBAR/DBAR	Date	: 12-07-2026
Subject Code	: BBAR-201/DBAR-201	Time	: 03:00pm to 05:15pm
Subject Name	: Marketing Management	Duration	: 02.15 Hours
		Max. Marks	: 70

Section A

Answer the following (Attempt any three) (30)

1. Describe the strategic planning process in detail.
2. Define 'Offering' & explain how can marketers identify consumers for electric vehicle.
3. There are four Cs from the consumers viewpoint in the marketing world. Assume yourself as a customer of a product & explain them in detail.
4. Select a Company which has made good use of 'people' and 'process' to gain market share in Service industry in India and explain the people factor in services marketing mix.
5. 'Voice. Vernacular, Video' are the 3V of digital marketing.' explain the statement.

Section B

Answer the following (Attempt any four) (20)

1. What are social media marketing objectives?
2. Write a note on: Cause related Marketing
3. Describe services classification along with example.
4. Which are the factors to be considered for selecting and combining brand elements?
5. Which are the characteristics of rural marketing that makes it attractive for business to pursue?
6. Which are the steps involved in market research?

Section C

Part – A (Multiple Choice Questions) (10)

- 1 The scope of marketing can be understood in terms of functions that an entrepreneur has to perform.
A. Functions of exchange
B. Functions of facilitation
C. Functions of physical supply
D. All of them
- 2 A need that the consumer does not ask for is termed as _____
A. Real
B. Unstated
C. Stated
D. Delight
- 3 _____ refers to active involvement of the customer with the communication of the company.
A. Enlargement
B. Enlisting
C. Engagement
D. Eloping
- 4 _____ is an advertising strategy that focuses on low- cost unconventional marketing tactics that yield maximum results
A. Cause
B. Green
C. Holistic
D. Viral

- 5 Social media influencer marketplace can be split into four categories & one of them is _____
- A. Nano B. Megatron
C. Alpha D. Gamma
- 6 _____ would be the total amount of benefits offered by the seller in return of payment for the goods or services.
- A. Digital payment B. CVP
C. MIS D. Rol
- 7 Content of Marketing Plan does not include:
- A. Mission statement B. SWOT
C. Objectives D. Executive Summary
- 8 A _____ question is one where the respondent must select a response from one among the multiple choices offered to him or her.
- A. Open ended B. Close ended
C. Both D. None of them
- 9 Good that have high frequency of purchase, but least planning is _____
- A. Staple B. Convenience
C. Unsought D. Specialty
- 10 An organisation with several product lines and mixes is called _____
- A. Multi Brand B. Multi Product
C. Consumer D. Packaging

Part – B (Do as Directed)

(10)

- 1 A seller is someone who seeks the response - attention, a purchase, a vote, a donation - from a prospect. - True/False
- 2 Unwholesome demand is that when Consumers are attracted to products that have Desirable/undesirable social consequences.
- 3 _____ segmentation is done based on customer personality traits, attitudes, interests, values, and other lifestyle factors.
- 4 Which is a marketing strategy which inspires users to spread or share the message to other users which can lead to multi-fold growth?
- 5 _____ ads are subtle pieces of writing that look like part of the online text.
- 6 In services marketing, when a consumer interacts with the brand, it is known as touch point/touchpoint.
- 7 People in Ps refer to are print/distributors.
- 8 _____ take orders and coordinates with the manufacturer to deliver the goods directly to the retailer or other merchants in the channel
- 9 Amway, and Tupperware use which of the following forms of channel distribution?
- 10 What is known as blueprint of research plan?
