

Dr. Babasaheb Ambedkar Open University, Ahmedabad
Term-End Examination July - 2026

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

Date : 13-07-2026
Time : 11:30am to 01:45pm
Max Marks : 70

-
- Q.-1. Answer the following question (Attempt any one) in about 1200 words. (14)**
(1) What is Marketing plan? Explain the content of a marketing plan.
(2) What are the types of Research Design?
- Q.-2. Write answers to any one of the questions given below (in 1,200 words). (14)**
(1) Explain the Types of products.
(2) Write strategies of rural marketing.
- Q.-3. Write answers to any one of the questions given below (in 1,200 words). (14)**
(1) Explain the channels of Distribution.
(2) Explain different bases of market Segmentation.
- Q.-4. Write answers to any one of the questions given below (in 1,200 words). (14)**
(1) Write a note on UGC- User Generated Content for Brand Awareness.
(2) Write about the successful 'Place' strategy.
- Q.-5. Write short notes on any three of the following topics. (09)**
(1) Principles of Ethical marketing.
(2) Characteristics of personal communication.
(3) Product opinion site.
(4) Main types of sales promotion
(5) Objectives of marketing Audit.
- Q.-6. Select the correct response for each of the following questions (05)**
(1) Which type of market research focuses on understanding the motivations, opinions, and behaviors of consumers?
A) Quantitative research B) Secondary research
C) Qualitative research D) Forecasting
- (2) Fundamental Issues in Marketing Ethics includes _____**
A) Market Research B) Market Audience
C) Pricing ethis D) All of the above
- (3) Which of the following is not a component of place (distribution)?**
A) Warehousing B) Logistics
C) Advertising D) Retailing
- (4) The main goal of SEO is to:**
A) Increase website visibility in search engines B) Create offline leads
C) Block competitors' ads D) Send spam mails
- (5) Which of the following is NOT a part of the promotional mix?**
A) Advertising B) Public Relations
C) Product Design D) Sales Promotion