Dr. Babasaheb Ambedkar Open University
Term End Examination December – 2019

Course	**:**	**BBA**	**Date**	**:**	**09-Jan-2020**
Subject Code	**:**	**BBA-401(NEW)**	**Time**	**:**	**11:00am to 02:00pm**
Subject Name	**:**	**Marketing Management**	**Duration**	**:**	**03 Hours**
			Max. Marks	**:**	**70**

Section A

Answer the following (Attempt any three) **(30)**

1. "Marketing is the management process for identifying, anticipating and satisfying consumer's requirements profitably‖." Discuss
2. What external factors can influence buyer behaviour? Add your inputs based on points you have studied.
3. "Marketing is the matter of mind and heart." Do you agree with this statement? Why? State the various reasons in detail.
4. Define market segmentation along with different variable in your own language.
5. Why should today's firms opt for online marketing than the traditional one? Mention your views on the merits and demerits of them from cost, accessibility, impact factor perspectives.

Section B

Answer the following (Attempt any four) **(20)**

1. Marketing Mix.
2. Product oriented concept.
3. Write short notes on Marketing Environment.
4. Types of Market Segments. Explain
5. Write short notes on: Importance of distribution channel.
6. Write short notes on: Perceived value of service and image of service.

Section C

Part – A (Multiple Choice Questions) **(10)**

1 Which of the following is not a recognized area of opportunity for developing synergy?

A Functional B Processual
C Strategic D Managerial

2 Which of the following is one of the four key elements which must be adhered to if synergy is to be achieved?

A Efficiency B Customer satisfaction
C Competitive strategies D Effective leadership

3 Market Skimming is also known as:

A Premium pricing. B Penetration pricing.
C Both of the above. D None of the above.

4 Marketing is a management process whereby the resources of the whole organisation are utilised to satisfy the needs of selected customer groups in order to achieve the objectives of both parties. Marketing then is first and foremost an attitude of mind than a services of functional activities‖. This is a definition by _____.

A Drucker. B McDonald.
C Both of the above. D None of the above.

5 Marketing is the process of planning and executing the conception, pricing, and promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organisational objectives.

A American Marketing Association (AMA) B American Indian Marketing Association.(AIMA)

C Both of the above. D None of the above.

6 Pillars of the marketing concept, which are necessary conditions for creating satisfactory exchange and in making marketing a true philosophy of business

A Five B Four

C Three. D Six

7 There are _____ main external elements of marketing mix.

A Two B Six

C Five D Four

8 Contrary to popular impressions, not all marketing is adverse for consumers and merely in favour of the marketer.

A Rate based analysis B Power based analysis

C Both of the above D None of the above

9 Companies need to be _____in order to sell the products successfully. Companies that focus on the product instead are sure to fail.

A Customer oriented. B Profit Oriented.

C Both of the above. D None of the above.

10 Marketing is mostly right brained in_____.

A Traditional Marketing. B Modern Marketing.

C Both of the above. D None of the above.

Part – B (Do as Directed) **(10)**

1 Marketing efforts must be not integrated. Specific and non measurable goals should be set andall marketing activities should be coordinated. True or False

2 Lowering the prices of products by creating a competitive environment. True or False

3 The main goal of an organisation‘s marketing efforts is to develop satisfying and useful _____ with customers.

4 The Industrial Revolution of the eighteenth century was the beginning of the_____

5 The idea of maximising long-term profitability while integrating marketing with other parts of the company and meeting customer needs and wants.

6 Once you have identified your target market, the next step is to create the Product mix. True or False

7 _____framework, analysing ethical problems on the basis of the values which they infringe.

8 It is the time when every activity of a producer clusters around the needs and wants of consumers.

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10 Marketing not covers several aspects, such as advertising, public relations, sales and promotions. True or False