

Dr. Babasaheb Ambedkar Open University, Ahmedabad

Term-End Examination : January-2026

Course Name : MBA

Date : 16-02-2026

Subject Name : Marketing Management

Time : 03:00PM TO 05:15PM

Subject Code : MBA02C201

Max Marks : 70

Q.-1. Answer the following question (Attempt any one) in about 1200 words. (14)

- (1) Discuss the Types of Media in detail.
- (2) Describe the ANSOFF Model in detail.

Q.-2. Answer the following question (Attempt any one) in about 1200 words. (14)

- (1) Explain Consumer decision making process with suitable example.
- (2) Describe the Function of Distribution Channel.

Q.-3. Write answers to any one of the questions given below (in 1,200 words). (14)

- (1) Discuss the Methods of Pricing (Pricing Policies & Strategies) in detail.
- (2) Explain the basis for Segmentation Consumer Market in detail.

Q.-4. Write answers to any one of the questions given below (in 1,200 words). (14)

- (1) Discuss the Marketing of Services in detail.
- (2) Discuss the Nature, Scope and importance of Marketing.

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

- (1) Marketing Mix.
- (2) Green Marketing.
- (3) Public Relations.
- (4) Write Difference between Consumer goods and Industrial goods.
- (5) Targeting.

Q.-6. Multiple Choice Questions (5)

(1) The group of elements price, product, promotion and place constitute

- A) Market mix
- B) Marketing mix
- C) Product mix
- D) Promotion mix

(2) Middlemen who do not take the title or possession of the goods but only act as negotiators between the buyer and seller are called?

- A) Broker
- B) Retailers
- C) Wholesalers
- D) Franchisee

(3) The following is an element of market promotion.

- A) Advertising
- B) Segmentation
- C) Pricing
- D) Distribution

(4) Which of the following is not a factor influencing consumer behaviour?

- A) Psychological factors
- B) Personal factors
- C) Cultural factors
- D) Manufacturing factors

(5) Following is not a step in the product's positioning process...

- A) Identifying potential competitive advantage
- B) Selecting competitive advantage
- C) Communicating competitive advantage
- D) Perceive competitive advantage
