

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

Course	: PGDBA	Date	: 13-Feb-2026
Subject Code	: PGDBA-202	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. Discuss the elements of Marketing Concept.
2. Discuss the Consumer Decision Process.
3. Discuss the Porter's Framework on Competition.
4. Discuss the Types of Channels of Distribution.
5. Discuss the Creation of Advertisement.

Section B

Answer the following (Attempt any four) (20)

1. Explain the Importance of Marketing.
2. Explain the Marketing Environment.
3. Explain the Competitive Forces.
4. Explain the Market Segmentation.
5. Explain the Life Cycle of a Product.
6. Explain the Promotion Mix or Tools of Promotion.

Section C

Part – A (Multiple Choice Questions) (10)

- 1 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
- 2 Environmental scanning is an essential part of _____ management.
A Financial B Marketing
C Personnel D Distribution
- 3 Need in which people need both self-esteem, a high evaluation of self and the esteem of other in our society.
A Esteem needs B Safety needs
C Self-actualization needs D Aesthetic needs
- 4 Five forces model was given by
A Michael.E.Porter. B William.J.Stanton
C Peter.F.Drucker D Mc.Carthy.

- 5 Customers are classified in homogeneous groups under demographic similarities like age, sex, educational level, income is known as _____.
 A Demographic Segmentation. B Professor D.H. Robertson
 C Product segmentation D Qualitative segmentation
- 6 The sponsorship of a reality show on television is a part of _____.
 A User-Based Positioning B Competition-based Positioning
 C Association-based Positioning D All of the above
- 7 _____pricing the product above the level adopted by competitors.
 A Premium Pricing B Discount rate Pricing
 C Tender Pricing D Odd Pricing
- 8 Products with a short shelf life must be distributed within shortest possible time via shortest channel of distribution is known as
 A Perishability of product B Intangibility of product
 C Tangibility of product D None of the above
- 9 According to _____ Sales Promotion is an exercise in information, persuasion and influence.
 A Peter.F. Drucker B Mc. Carthy
 C William.J. Stanton D Mc. Donald
- 10 The features of testing an advertisement are
 A Benchmark Waves B Market Surveys
 C Both A & B D None

Part – B (True or False)

(10)

- 1 Once you have identified your target market, the next step is to create the Product mix.
- 2 Myopia means near sightedness; it's a eyesight disorder. The term Marketing Myopia is to be credited to Prof. Theodore Levitt. It means a coloured or Crooked.
- 3 The concept provides more employment, makes Minimum exploitation of the resources of the quantity, restricts the wastage to the minimum and upgrades the industrial Production.
- 4 There are three main approaches to the explanation of buyer behavior.
- 5 A key part of competitor analysis is assessing their strengths and weaknesses.
- 6 Seven-step approach to market segmentation is very simple and practical and works for most marketers.
- 7 Market segmentation is a type of product positioning.
- 8 Economic environment of the country also affects pricing decisions of an enterprise.
- 9 Sales promotion does not include advertising, personal selling and publicity.
- 10 The success of advertisement campaign depends on the inputs by advertising agency.
