Dr. Babasaheb Ambedkar Open University

Term End Examination July-2016

Course	**: APGDBA**		
Subject Code	**: APGDBA - 104**	**Total Marks**	**: 70**
Subject	**: Marketing Management**	**Duration**	**: 03 hours**
Date	**:**	**Time**	**:**

Section A

Attempt any 3 out of five: **(30)**

1. Explain the elements of the marketing concept.
2. Discuss the various stages of marketing process.
3. Explain the importance of buyer behaviour in market planning.
4. Discuss major criteria for segmentation.
5. Explain the factors affecting the selection of channels of distribution.

Section B

Attempt any 4 out of Six: **(20)**

1. Role of consumers in today's markets.
2. Competitor's analysis.
3. New product development
4. Importance of advertising
5. Marketing mix for services
6. SWOT Analysis.

Section C

Give the meaning **(10)**

1. Marketing Audit
2. Motivation
3. Stockholders
4. Branding
5. Publicity

Fill in the blanks with appropriate word: **(10)**

1. G.B. Giles described _____functions of marketing. (five / seven)
2. _____functions are the functions which make the process of marketing easy and Convenient. (Auxilliary / Distribution)
3. _____has said "Marketing is the business" (Peter F. Drucker / Prof. Theodore Levitt)
4. Technology is defined as the _____of the application of knowledge to practical purposes. (science / profession)
5. _____is the process by which an individual selects, organizes and interprets in formation inputs to create a meaningful picture of the world. (Preception / Motivation)

SAMPLE QUESTION PAPER