

Enrollment Number: \_\_\_\_\_

**Dr. Babasaheb Ambedkar Open University**

TERM END EXAMINATION MAY – 2009.

Course : BBA  
Subject Code : BBA 109  
Subject : Marketing management

Date : 24 /5/2009  
TIME : 11:00 to 2:00  
Marks : 70

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**Section A:**

**Elaborative Questions Attempt Any Three** (Each Question carry 15 marks)

(45 Marks)

- a. Discuss the various social and cultural influences on buyer behavior.
- b. What is product life cycle (PLC)? Describe the features of each stage of PLC.
- c. Discuss the strengths and weaknesses of an advertising as a promotional tool.
- d. Define retailers and describe the various functions of retailers.
- e. What are the components of an organizational marketing environment – Discuss any three components in details.

**Section B:**

**Short Questions Attempt Any Five** (Each question carry 5 marks)

(25 Marks)

- a. Behavioral segmentation variables.
- b. Kinds of sales promotion.
- c. Societal marketing concept.
- d. Pre-requisites for commissioning.
- e. Pricing objectives.
- f. SWOT Analysis.
- g. Types of salesmen.