Register Number:

Date:

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**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU-27**

**B.COM – II SEMESTER**

**END SEMESTER EXAMINATION- APRIL 2022**

(Examination conducted in July-August 2022)

**BC 2221/BPS 2221- Modern Marketing**

**This question paper contains one printed page and four parts**

**Time: 2 Hours Max Marks: 60**

**Section-A**

**Answer any FIVE questions. Each question carries 3 marks. (5x3=15marks)**

1. State the various approaches of marketing.

2. Give the meaning of branding with an example.

3. Differentiate between penetration and skimming pricing policy.(any three)

4. Give the meaning of Retailing with examples.

5. What is green and grey marketing? Give examples.

6. What is sales promotion? Give an example.

**Section- B**

**Answer any TWO questions. Each question carries 5 marks. (2x5=10marks)**

7. Differentiate between marketing and selling.

8. Write short notes on packaging and labeling.

9. Explain the need for marketing channels.

**Section- C**

**Answer any TWO questions. Each question carries 10 marks. (2x10=20)**

10. Highlight and explain the stages of product life cycle.

11. Explain the factors affecting consumer behavior.

12. Write short notes on:

a. Virtual marketing **(5 Marks)**

b. Role of Customer Relationship Management **(5 Marks)**

**Section – D**

**Answer the following COMPULSORY question carrying 15 marks. (1x15=15)**

13. Mr. Tom is planning to start a Unisex saloon in M.G Road, Bangalore. Highlight and explain how he has to go about his Segmentation, Targeting and Positioning strategies. Discuss your answer with an introduction, content and conclusion.

**BC 2221/BPS 2221-A-22**