

Register Number:

Date: / /2022

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

**UG - IV SEMESTER**

**SEMESTER EXAMINATION: APRIL 2022**

(Examination conducted in July – August 2022)

**BC OE 4218 : Marketing Management**

**Time- 1 1/2 hrs Max Marks-35**

**This paper contains 2 printed pages and four parts**

**SECTION A**

**Answer any FIVE of the following questions. Each question carries 1 mark each ( 5x 1 = 5)**

1. Define Marketing Management.
2. State any two examples of convenience goods.
3. What is meant by market skimming pricing method?
4. Mention two broader components of marketing environment.
5. Give the meaning of product positioning.
6. What do you understand by the term “undifferentiated marketing”?
7. State the significance of distribution channels.

**SECTION B**

**Answer any ONE of the following question. Each question carries five marks each ( 1x5 = 5)**

1. Analyze the Product Life Cycle with the help of an example.
2. “Marketing is a race without a finishing line”. Briefly explain the nature of marketing.

**SECTION C**

**Answer any ONE of the following question. Each question carries ten marks each ( 1x10 = 10)**

1. Explain the stages involved in New Product Development with the help of an example of your choice.
2. What is meant by Market segmentation? Enumerate the Segmentation Bases.

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**SECTION D**

**Answer the following complusory question. The question carries fifteen marks ( 1x15 = 15)**

1. Marketing can be as essential to a business’s success as the quality of the products and services it offers. A promotional mix is essential to an effective marketing strategy. Developing a promotion mix requires skills and experience in marketing. Marketers should complete various studies and gather lots of data about a particular company to come up with an effective promotion mix. For instance, it is necessary to identify your target audience, work out a budget that you can afford for a promotion, and decide the most efficient marketing channels for your audience. A promotion mix is a more expanded approach towards one of four elements of the marketing mix other factors are product, place, and price. Many businesses make the mistake of assuming that they should focus on one kind of promotion mix. This is not always true. Different kinds of promotions will work best for different businesses.

The elements of a successful promotion mix depend on the nature of the business, its goals and objectives, the budget, and the competition in the market.

In coping a tight competition, many companies apply promotion mix as the chosen marketing strategy in order to be able to control the market share and to compete with other companies with similar products. One of the important components of a promotion mix is advertising which is a paid promotion method where a sponsor calls for public attention through paid announcements. This is a non-personal promotion of products and services. Marketers use advertising as a vital tool for increasing brand awareness. Advertisers show promotions to masses of people using email, webpages, banner ads, television, radio, etc.

**Questions: -**

1. **What is meant by promotion mix? (2 marks)**
2. **Why is it important for a business to have a promotion mix? (2 marks)**
3. **Explain the components of a promotion mix. (5 marks)**
4. **Discuss some of the best practices and elaborate on how a company can establish a right promotional mix. (6 marks)**

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