



Register Number:  
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**ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE-27**  
**BBA MANAGEMENT - III SEMESTER**  
**SEMESTER EXAMINATION: NOVEMBER 2020**  
**BBA 3219- MARKETING MANAGEMENT**

**Time- 2 1/2 hrs**

**Max Marks-70**

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

**SECTION A**

**Answer any five of the following questions. Each question carries two marks(5x2=10)**

1. State any 4 scope of marketing.
2. What is "Holistic marketing"?
3. What is green marketing?
4. Mention any 4 criteria to segment a market.
5. Why is understanding Consumer behavior important for a business?
6. State any 2 examples of specialty goods.

**SECTION B**

**Answer any three of the following questions. Each question carries five marks.  
(3x5=15)**

7. "Before drafting the strategies firms need to know collect information regarding the environment" Write a note on marketing environment.
8. "A small list that wants exactly what your offering is better than a bigger list that isn't committed". Elaborate on the target marketing strategies.
9. Diagrammatically represent the complete model of consumer behavior.
10. Write a short note on the following and support the answer with examples:
  - a) Differentiated pricing
  - b) Premium pricing.

**SECTION C**

**Answer any two of the following questions. Each question carries fifteen marks.  
(2x15=30)**

11. "A great product isn't just a collection of features. It's how it all works together". Explain the steps involved in a new product development.
12. Man is a complex being, the decisions to purchasing a product or not to purchase it revolves over various factors. Elaborate the factors affecting consumer behavior.
13. "Market segmentation is a natural result of the vast differences among people" Elaborate the bases of segmenting a market. Support the answer with examples.

## SECTION D

Answer the following compulsory question. (1x15=15)

14. Jan Smith had planned on spending six months at home before returning to work after the birth of her first child. However, she and her husband had recently purchased a new home, and the high mortgage payments dictated an early return.

Jan worked for Elite Furniture, a manufacturer of quality furniture. She had recently been promoted to Assistant Product Manager for upholstered furniture after serving as sales rep in the Eastern Region for three years. Upon returning to work, Jan discovered that the Purchasing Manager had recently started buying an inferior grade of padding for use in upholstered furniture. The padding would last about half as long as the regular padding, but the lower quality could not be detected by the buyer. When Jan revealed this information to her boss, she was told that the Purchasing Manager was following orders from top management. The company was having financial difficulties and had to cut costs. The change in padding quality was a quick and safe way to do so. Jan argued that selling inferior merchandise as quality product was no way to solve budget problems, but she got nowhere. Elite Furniture products projected an image of quality which Jan had stressed to her retailers when she was selling in the Eastern Region. She could envision that image eroding rapidly as consumers began to experience premature wear in their expensive furniture. Not only would Elite's reputation be damaged, but the reputations of the retailers carrying Elite's products would also likely suffer.

- a) Is it equitable to sell an inferior product as a quality product? Comment on the ethical aspects you can relate to in this case. **(5 marks)**
- b) Could Elite's action be better justified if it were a short-term action that would be rescinded as soon as the firm was back on a sound financial footing? Comment. **(5 marks)**
- c) If you were in place of Jan what would you do to rectify this issue? **(5 marks)**