Register Number:

DATE & Session : 3-12-2022(9 AM)



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

**BBA/BBASF – III SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2022**

**( Examination conducted in December 2022)**

**BA3122/ BASF3122 : MARKETING MANAGEMENT**

Time-2 hrs Max Marks-60

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

**Section A**

**I.** Answer ***any five*** of the following (**5x2 = 10 Marks)**

1. Define Marketing.
2. What are unsought goods? Give an example.
3. Give the meaning of demographic segmentation
4. What do you mean by marketing environment?
5. What is social media marketing?
6. What is four level distribution channel?
7. What is STP ?

**Section B**

**II.** Answer ***any three*** of the following (**3x5 = 15 Marks)**

1. Explain the functions of marketing.
2. Discuss the product life cycle stages with a diagram.
3. Explain the consumer buying decision process.
4. Discuss any five recent trends in marketing.

**Section C**

**III.** Answer ***any two*** of the following (**2x10 = 20 Marks)**

1. What is Pricing? Discuss the various methods of pricing.
2. Explain the bases for market segmentation in detail.
3. Discuss the various types of promotions with suitable examples.

**Section D**

**III. Answer the following (1x15=15 Marks)**

Introduced in 1956, Buzzy is a fruit-filled, friendly punch which is a perfect treat on a hot day. It has been the country’s favorite drink for generations, manufactured by Cambrell Laboratories. The flavor, the fragrance and the color as well as the goodness remain unparalleled even after 100 years of its creation. The two ingredients that give Buzzy its signature taste are rose water and kewra, which is also known as Screw Pine Essence, it is a cool blend of herbal ingredients. A refreshing concoction, Buzzy a thirst quencher and a great additive for mocktails and desserts. Besides cooling, it is also nutritional and maintains as well as adjusts the body’s water level. The Rs. 400-crore brand sees 25% spurt in sales in summer months and also the drink is synonymous with Iftaar when Muslims break their day longfast. Despite of its popularity and unique flavor, Buzzy has lost its charm on account of various new segments in non-alcoholic beverages.

The non-alcohol market is divided into three main categories:

Hot beverages  Carbonated drinks Powdered drinks, health drinks and juices  Mineral and flavored water.

The concept of packaged drink has been welcomed with open heart in India and in practicality, has swept the entire market by its exceptionally high demands. Increasing obesity amongst children, higher purchasing power, plus growing awareness of the health benefits from fruit juices are some of the growth accelerators in the Indian juice market. Another segment which is catching up momentum is the packed milkshake (dairy beverages). Whether at home or out of home, dairy beverages have traditionally been a large part of Indian households. From a lassi to flavored buttermilk, dairy beverages are available in many sizes, shapes and packets.

**Task:** You have been appointed as the Chairman of Marketing Department of Cambrell Laboratories. To revive the fortunes of the brand and compete with other growing segments, you have to develop a marketing plan for relaunch of Buzzy

1. Briefly explain 5 reasons for the decline of Buzzy [5M]
2. Develop a marketing plan to revive and relaunch Buzzy [10M]