

Registration Number:

Date & session:

**ST JOSEPH’S UNIVERSITY, BENGALURU -27**

**B. Com – 2nd SEMESTER**

**SEMESTER EXAMINATION: MAY 2024**

**(Examination conducted in May / June 2024)**

**BC 2221/BPS 2221: MODERN MARKETING**

**(For current batch students only)**

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

**This paper contains \_\_\_2\_\_\_ printed pages and \_\_4\_\_\_ parts**

**Section A**

**I.** Answer ***any five*** of the following (**3 x 5 = 15 marks)**

1. List the nature of marketing in a business.
2. Mention any three benefits of Market Segmentation.
3. State the different levels of products with examples.
4. What are the things to keep in mind to create a distribution channel management strategy?
5. What is Viral marketing? Give any 2 examples.
6. State the concepts of a Product Line and a Product Mix.

**Section B**

**II.** Answer ***any two*** of the following (**5 x 2 = 10 marks)**

1. Elucidate the various target marketing strategies with relevant examples.
2. Differentiate between Packaging and Labelling.
3. Discuss the recent trends in marketing.

**Section C**

**III.** Answer ***any two*** of the following (**10 x 2 = 20 marks)**

1. Explain in detail the concepts of Marketing and Approaches to Marketing.
2. Describe the factors affecting pricing decisions.
3. Define Customer Relationship Management. Discuss the advantages and disadvantages.

**Section D**

**IV. Answer the following (15marks)**

1. Peter Griffin Inc. is a consumer electronics company that has been operating in the market for the past 8 years. They started with a range of affordable smartphones and gradually expanded their product portfolio to include laptops, tablets, and smartwatches. Despite their initial success, the company is now facing stiff competition from both established brands and new entrants in the market. The management team is evaluating various product line strategies to stay competitive and maintain their growth trajectory. The company's current product lines include Smartphones, Laptops, Tablets, and Smartwatches.
2. Explain the product line strategies that Peter Griffin Inc. can adopt for their smartphone, laptop, tablet, and smartwatch lines. (7 Marks)
3. In addition to implementing product line strategies, Peter Griffin Inc. is also contemplating rebranding its product lines to better compete in the market. As a consultant, propose a strategic approach for the company to successfully rebrand its products. (3 Marks)
4. As a marketing consultant, recommend a suitable promotion mix for Peter Griffin Inc. that aligns with their objectives and target audience. (5 Marks)