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Register Number:

DATE:6-03-2018 (9AM)

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

**UG – IV SEMESTER**

**SEMESTER EXAMINATION: APRIL 2018**

**BC OE 4216 : Marketing Management**

Time- 1 ½ hrs Max Marks-35

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

**Section A**

**I.** Answer ***any five*** of the following (**1 x 5 = 5 marks)**

1. What are the components of holistic marketing?
2. Name any four marketing environment factors.
3. Explain any one target market strategy
4. Give an example of a staple good and an impulse good
5. What is Freemium? Give an example of the same
6. Give two bases for segmenting of markets
7. What is wholesaling?

**Section B**

**II.** Answer ***any one*** of the following (**5 x 1 = 5 marks)**

1. Write a short note on demographicsegmentation
2. Classify consumer goods on the basis of use. Give examples for each classification.

**Section C**

**III.** Answer ***any one*** of the following (**10 x 1 = 10 marks)**

1. Explain the process of new product development.
2. *Raw Generation* isa raw juice company based in Middletown, New Jersey. *Raw Generation* makes drinking raw, unpasteurized juice from fresh fruits and vegetables more convenient. According to the entrepreneurs, “*We wanted to create a business that would provide truly healthy and convenient foods to busy people, since there are so few easy options out there*.”

You are required to come up with a print ad for their product *Carolyn,* which is a juice made up of carrot, apple, beetroot and ginger

**Section D**

**III. Compulsory Question (15marks)**

1. According to the survey done in association with the World Travel & Tourism Council-India Initiative (WTTC-II), the top five states in tourism rankings are Delhi, Maharashtra, Goa, Tamil Nadu and Gujarat. Karnataka has many tourist attractions like the cities of Bangalore and Mysore, the beaches of Gokarna, the UNESCO world heritage sites of Hampi and Pattadakal and the Jog falls of Shimoga to name a few.

You are required to come up with a comprehensive marketing strategy to put Karnataka on the global tourism map.