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Register Number:

DATE:07-04-2017

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

**UG – IV SEMESTER**

**SEMESTER EXAMINATION: APRIL 2017**

**BC OE 4216 : Marketing Management**

Time- 1 ½ hrs Max Marks-35

**This paper contains ONEprinted pages and four parts**

**Section A**

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

1. Good product means good sales, is a characteristic of which marketing concept?
2. Name the marketing campaigns of any two countries.
3. Give the meaning of branding
4. Give an example of a staple good and an impulse good
5. What is marketing skimming?
6. Give two bases for segmenting of markets
7. What is supply chain management?

**Section B**

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

1. Write a short note on strategies for reaching target markets
2. What are the objectives behind the pricing decisions of a firm?

**Section C**

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

1. With the help of a diagram, explain the product life cycle. Give examples for each stage of the lifecycle.
2. Nike’s*Metcon 3 Training Shoe* promises *Durability X Stability*. It is made for high intensity training—from wall exercises and rope climbs to sprinting and lifting. You are required to come up with a print ad for this new offering from Nike.

**Section D**

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

1. Horlicks entered the noodles category with *Foodles* in late 2009, before the likes of HUL and ITC. However, despite its early mover advantage and positioning as a healthy alternative to other noodle brands, *Foodles* has less than 1% market share in the segment. Even in 2015, when others brands like ITC’s *Sunfeast Yippee* increased market share following the ban on market leader *Maggi*, Foodles’ market share barely inched up. You are required to come up with promotional strategies to revitalise the *Foodles* brand.

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