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Register Number:

DATE:08-03-2022

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

**B.Com – III SEMESTER**

**SEMESTER EXAMINATION:** **OCTOBER 2021**

**(Examination conducted in January- March 2021)**

**BC 3318: Principles of Marketing**

Time- 2 ½ hrs Max Marks-70

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

**Section A**

**I.** Answer ***any five*** of the following (**2 x 5 = 10 marks)**

1. State any two characteristics of marketing.
2. What is Customer Satisfaction?
3. List the components of marketing mix.
4. Differentiate between Point-of-Difference and Point-of-Parity.
5. Identify any two ethical issues in pricing.
6. Give the meaning of neuro marketing.

**Section B**

**II.** Answer ***any three*** of the following (**5 x 3 = 15 marks)**

1. Distinguish between Marketing and Selling.
2. Briefly explain the bases of segmentation.
3. Write short notes on wholesaling and retailing. Give examples of companies under each type.
4. Analyse any five ethical issues in product.

**Section C**

**III.** Answer ***any two*** of the following (**15 x 2 = 30 marks)**

1. Mr. Raj intends to buy a car which is suitable for all terrains and his growing family. Explain the buying process that will enable him to make his decision.
2. Explain the product life cycle with a diagram and examples.
3. Elucidate the steps in new product development and also explain the reasons for a product to fail.

**Section D**

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

1. PepsiCo, an American multinational food, snack and beverage company, has done a great job of using external crowdsourcing to spark product innovation and renew consumer enthusiasm for its iconic Lay’s potato chip brand. PepsiCo first launched the “Do Us A Flavour” campaign in the United States in July 2012 with a pop-up store in Times Square showcasing its current 22 Lay’s flavors. The Company then created a Facebook page that offered participants the ability to easily submit proposals for new potato chip flavors. Once submitted, users received a generated image of a Lay’s bag customized to reflect their submitted flavour. Participants could then share their Lay’s image on their social media platforms.

Further, PepsiCo partnered with Facebook to turn the usual “Like” button on the platform to an “I’d Eat That” button. The cover photo on the Facebook page was used as a rotating billboard with the top submissions shown. After the submission deadline, a panel of judges including celebrity chef Michael Symon and actress Eva Longoria, helped narrow the submissions down to the top 3. The three flavours were then supplied in stores for customers to buy and sample. PepsiCo then opened the final decision up for public vote. The creator of the winning chip flavour would win $1 million or 1% of the 2013 net sales of the winning flavour, whichever is greatest.

The Company’s goal was to generate social media buzz among its millennial customers within the 18-34 age demographic and receive about 1.2 million flavour submissions. Their hope was that this would subsequently result in a +3% uplift in sales. During the Company’s ten-month campaign, it received 3.8 million submissions, achieved over 22.5 million Facebook page visits and ultimately experienced a sales uplift of +12% year over year. The campaign was such a success that PepsiCo chose to launch the campaign globally.

1. How has Lay’s leveraged social media marketing to build its promotional campaign? **(5 marks)**
2. What is relationship marketing? State its advantages and how has Lay’s tried to execute the same. (**5 marks)**
3. Apart from the above tools that have been used, what other promotional tools can Lay’s use to retain and attract new customers. **(5 marks)**

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