



Register Number:

DATE:20-11-2019

ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE-27
BBA - III SEMESTER
END SEMESTER EXAMINATION: NOVEMBER 2020
BBASF 3119 : MARKETING MANAGEMENT

Time- 2 1/2 hr

Max Marks- 70

This paper contains two printed pages and four parts

Section A

I. Answer any five of the following.

5X2=10

- 1) What is guerilla marketing?
- 2) Give two examples of companies that following EDLP pricing strategy.
- 3) With the help of an example bring out the importance of branding.
- 4) State any two advantages of STP.
- 5) List any four micro environemnt factors that effect the marketing environment.
- 6) Give the meaning of retailing.

Section B

II. Answer any three of the following

3X5=15

- 7) A lot of companies are using social media as a tool to launch new products and promote market offerings. If you are incharge of promoting a new product, describe the social media marketing strategies you would implement to enhance product visibility and sales.
- 8) Write a short note on the holistic marketing concept
- 9) Briefly explain the various targeting strategies.
- 10) Diagramatically represent the product life cycle and briefly explain its stages.

Section C

III. Answer any two of the following

2X15=30

- 11) Give the meaning of consumer behaviour. Explain the various stages of consumer buying decision process?
- 12) Explain the various factors that effect the marketing environment.
- 13) What is segmentation? Explain the various bases of segmentation with the help of suitable examples.

Section D

IV. Answer the following (Compulsory Question)

15x1=15

- 14) VitaminWater—sounds healthy, right? Although VitaminWater has vitamins, it also has thirty-three grams—that's two heaping tablespoons—of sugar, making it not much better than a regular soft drink beverage. VitaminWater, acquired by Coca-Cola in 2007, is a vapor-distilled water with added electrolytes, vitamins and flavouring. The product was designed to fill the gap between soft drinks and water for people who knew they should be drinking more water but weren't.

In 2009, the Center for Science in the Public Interest (CSPI), a consumer-advocacy group that fights for safer, more nutritious foods filed a class-action lawsuit against Coca-Cola, claiming that the names for VitaminWater flavors such as “endurance peach mango” and “focus kiwi strawberry” are misleading for two reasons: (1) The drinks contain not more than 1% juice, and (2) words like *endurance*, *focus*, *defense*, *rescue*, and *energy* imply health benefits. Coca-Cola’s defense was that reasonable consumers would not be misled into believing that VitaminWater is healthy for them.



Questions

- a) Is Coca-Cola deliberately trying to deceive consumers into believing that Vitaminwater is a healthy alternative to soda? Discuss
- b) Identify and describe any four examples of unethical marketing practices followed by companies today ?
- c) Should companies behave ethically if it means higher short term costs? Discuss.

(5+5+5)

BBASF 3119-A-20