

Registration Number:

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

**B.Com – IV SEMESTER**

**SEMESTER EXAMINATION: APRIL 2024**

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

**BCIFA 4523 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. State any three functions of packaging
2. Give the meaning of Guerrilla Marketing and state two benefits.
3. Differentiate between marketing and selling.
4. Define Product Width, Product Length and Product Depth.
5. List out the benefits of labeling.
6. Give the meaning of Reverse Marketing.

**Section B**

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

1. Briefly explain the factors Influencing Consumer Behavior.
2. State the meaning of Customer Relationship Management with its advantages.
3. List any ten unethical Practices in Marketing.

**Section C**

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

1. Explain the concept of product life cycle. What are the features of different stages of product life cycle?
2. What is channel management? Explain the levels and functions of channels of distribution.
3. Define Targeting and elaborate Target Marketing Strategies.

**Section D**

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

1. Pizza Hut

Restaurants of all kinds have scrambled to keep customers coming in during recent difficult economic times. Pizza Hut is in an unusual spot. It isn’t exactly fast food, but it isn’t quite full-service fare either. Pizza Hut has never been perceived as being on the low end of pizza prices. As the economy sagged, all these factors cooled down business for the red-roofed purveyor of pies. So Pizza Hut did what many companies did. It cut prices. At first, it shocked the pizza category with its “$10 any” promotion—any pizza, any size, any crust, any toppings, for just $10.

Customers really responded to the limited time offer. But as soon as the price deal ended, Pizza Hut’s incremental promotional revenues disappeared. So the company has made more permanent adjustments to the new frugality reality. To increase customer loyalty, it has introduced everyday low prices. Most medium pizzas cost $8, most large pizzas cost $10, and most specialty pizzas cost $12; these price cuts represent up to 50 percent reductions from previous pricing. Under this new pricing, Pizza Hut expects that revenues will increase significantly. But the new pricing mechanism will require some time before it proves itself.

1. What are the implications of Pizza Hut’s big price cuts for its brand image? (5 marks)

2. Can customer loyalty be generated through low prices? What are the factors influencing pricing decision? (5 marks)

3. Can Pizza Hut sustain such dramatically lower prices and still remain profitable? State the other Objectives of pricing that Pizza hut must look into. (5 marks)