 **Reg No**

 **Date:**

|  |
| --- |
| **ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27** |
| **IV SEMESTER CBCS** |
| **SEMESTER EXAMINATION: APRIL 2019** |
| **BCOE 4216– Marketing Management** |
|  |  |  |  |  |  |  |
| **Time- 1 ½ hr** |  | **Max Marks-35** |  |
|  |  |  |  |  |  |  |
| **This paper contains \_\_\_printed pages and four parts** |

**Section A**

**(Answer any 5 questions.)** **(5\*1=5marks**)

1.Define Marketing

2. What is Marketing environment?

3. State the 4 Ps of Marketing Mix

4. What is Branding.

5. What is Market penetration?

6. Briefly Classify Industrial Goods

7.What is E-Business?

**Section**

**Answer any one from the following questions** (**1\*5=5 marks)**

 8. Explain the different Pricing methods.

 9.Distinguish between Marketing and selling.

 **Section C**

**(Answer any one question)**  (**1\*10=10 marks)**

10**.** Explain the Product Life Cycle in brief.

12.What is market Segmentation? Briefly explain the Bases for Market Segmentation

**Section D**

**COMPULSORY Question (1\*15=15 marks)**

 13.Ginika ,Tanish and Rohit were friends from college days and now they do different kinds of business.They regularly meet and discuss their business ideas and exchange notes on customer satisfaction,marketing efforts,product designing,selling techniques,social concerns etc.

In one such meeting, Ginika drew the attention ofTanish and Rohit towards the exploitation of consumers.She told that most of the sellers were exploiting the consumers in various ways and were not paying attention towards the social, ethicaland ecological aspects of marketing, whereas she was not doing so.

Tanish told that they were under pressure to satisfy the consumers, but stated that the consumers would not buy or not buy enough unless they were adequately convinced and motivated for the same.

Rohitstressed that a company cannot achieve its objectives without understanding the needs of the customers.It was the duty of the businessmen to keep consumer satisfaction in mind because business is run by theresources made available to them by the society.

1. Identify and explain various approaches adopted by Ginika,Tanish and Rohit in the marketing efforts of their business.(10 marks)
2. Identify factors influencing Customer satisfaction.(5 marks)