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| **Description: col LOGO outlineST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**  DATE: 4-4-19 | | | |
| **IV SEMESTER** | | | |
| **END SEMESTER EXAMINATION: April 2019**  **CBCS (BCOE4216): Marketing Management**  **Supplementary candidates only**  **Attach the question paper with the answer booklet** | | | |
| **Time-** | **1 1/2 hr** | **Max Marks-35** |  |

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

**Section A**

1. **Answer any five of the following. 1x5=10**
2. Define Marketing?
3. State elements of marketing mix .
4. Give the meaning of Segmentation.
5. What is meant by Skimming pricing?
6. Write any two features of marketing.
7. What is Advertising?
8. What is four level distribution channel?

**Section B**

1. **Answer any One of the following: 5x1=5**
2. Explain the difference between Marketing and selling.
3. Explain the product life cycle stages with a neat diagram.

**Section C**

1. **Answer any One of the following: 10x1=10**
2. What is Pricing? Discuss the various methods of pricing.
3. What is Promotion. Explain the various promotion mix with examples.

**Section D**

1. **Answer the following (Compulsory Question) 15x1=15**
2. Ricky and Vicky are two enterprising youth. They have passed out from IIM Bangalore. They thought instead of doing job, they will launch fresh vegetables in Indian markets. Having learnt of the future conventional foods, they decided to venture into cultivation of Mushrooms.

Mushrooms are known to be the best alternative food for vegetarians. For Ricky and Vicky fund raising was a serious handicap for mass production. However the first trial batch of mushrooms that they produced was bought by Star Hotels in Bangalore.

Now Mushrooms Industry is run by small entrepreneurs like Ricky and Vicky. Another big player M/s Jockey Mushrooms, equipped with cold storage facility was more interested in export market.

Ricky and Vicky have set their sight high. They aim to sell mushrooms in a very big way all over India. Mushrooms have great market potential and is a perishable food.

**Questions :**

1. How will you advice Ricky and Vicky , as how to increase the consumer awareness about this new food. ( 5 Marks )
2. What would be your suggestions for distributing channel for mushrooms? ( 5 Marks )
3. What factors influences for customer satisfaction. ( 5 Marks)