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| **ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27** | | | | | | |
| **B.COM - IV SEMESTER** | | | | | | |
| **SEMESTER EXAMINATION: APRIL 2017** | | | | | | |
| **BC 4315 - Marketing Management** | | | | | | |
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| **Time- 1 1/2 hrs** | |  | **Max Marks-35** | | |  |
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| **This paper contains oneprinted page and four parts**  **Section – A**  **I.Answer any five from the following: 5X1=5**   1. Give the meaning of marketing. 2. What is Packaging? 3. Give an example of market skimming 4. How are consumer goods classified? 5. Expand STP 6. What is Promotion-mix? 7. Come up with a tagline for business fest?   **Section – B**  **II. Answer any one from the following: 1X5=5**   1. Briefly explain the evolution of marketing concepts. 2. Explain the bases for market segmentation.   **Section - C**  **III .Answer any one from the following: 1X10=10**   1. Explain the marketing environment of the tobacco Industry 2. Write a note on pricing methods and strategies.   **Section – D**  **IV. Compulsory question: 1X15=15** | | | | | | |

In the late 70’s and 80’s, people were habituated to drink squashes and sherberts at home, and these were quite expensive. In 1977 when coca cola’s operations in the Indian market were close down due to changes in Foreign Regulation Act (FERA) laws for MNC’s in India, Pioma Industries explored the untapped ready to drink juice market. Thus Rasna entered the Indian market at a time when carbonated drinks like Limca and Thumps Up dominated the Indian market but neither drink was specifically for children. Hence Rasna became the drink served at home and at large gatherings from the late 70’s to the early 90’s.

Today, Rasna commands 85% of the market share of the powder concentrate segment of the soft drink market followed by Mondelez’s Tang. Rasna is now looking to capitalize on the huge oppoutunity in the evening snacks space for kids.

You are required to come up with 4 P’s to help Rasna launch this new product.