

Date:

Registration number:

ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU-27

BBA - III SEMESTER

SEMESTER EXAMINATION: OCTOBER 2021

(Examination conducted in January-March 2022)

**BBA 3219 - Marketing Management**

Time- 2 ½ hrs Max Marks-70

This question paper contains three printed pages and four parts

**Section A**

I. Answer any five questions. Each question carries two marks (5x2=10)

1. State the meaning of Marketing.

2. What is the difference between customer and consumer?

3. What do you mean by a Reference Group?

4. Give the meaning of unsought goods with an example.

5. What is sustainable marketing?

6. State the elements of marketing mix.

**Section B**

II. Answer any three questions. Each question carries five marks

(3x5=15)

7. Briefly explain the scope of marketing.

8. “Ethical marketing is less of a marketing strategy and more of a philosophy”- Explain this statement in your own words.

9. Illustrate with a suitable example the stages of product life cycle.

10. Explain the different types of channels of distribution.

**Section C**

III. Answer any two questions. Each question carries fifteen marks

(2x15=30)

11. "Everything is worth what its purchaser will pay for it." Enumerate on the factors that affect consumer behaviour. Also discuss the consumer decision making process.

12. Discuss the steps followed by a company when developing a new product with a suitable example. Why do new products fail in the market?

13. ‘Promotional mix strategies are shaping company’s marketing efforts’. Explain with relevant examples.

**Section D**

IV. 14. Answer the question given below the question carries fifteen marks. (1x15=15)

TESLA – Advent of Electric Cars

Tesla was founded in 2003 by a group of engineers who wanted to prove that people didn’t need to compromise to drive electric – that electric vehicles can be better, quicker and more fun to drive than gasoline cars. Today, Tesla builds not only all-electric vehicles but also infinitely scalable clean energy generation and storage products.

Tesla believes the faster the world stops relying on fossil fuels and moves towards a zero-emission future, the better. Launched in 2008, the Roadster unveiled Tesla’s cutting-edge battery technology and electric powertrain. From there, Tesla designed the world’s first ever premium all-electric sedan from the ground up – Model S – which has become the best car in its class in every category. Combining safety, performance, and efficiency, Model S has reset the world’s expectations for the car of the 21st century with the longest range of any electric vehicle, over-the-air software updates that make it better over time, and a record 0-60 mph acceleration time of 2.28 seconds as measured by Motor Trend.

In 2015, Tesla expanded its product line with Model X, the safest, quickest and most capable sport utility vehicle in history that holds 5-star safety ratings across every category from the National Highway Traffic Safety Administration. Completing CEO Elon Musk’s “Secret Master Plan,” in 2016, Tesla introduced Model 3, a low-priced, high-volume electric vehicle that began production in 2017. Soon after, Tesla unveiled the safest, most comfortable truck ever – Tesla Semi – which is designed to save owners at least $200,000 over a million miles based on fuel costs alone.

To create an entire sustainable energy ecosystem, Tesla also manufactures a unique set of energy solutions, Powerwall, Powerpack and Solar Roof, enabling homeowners, businesses, and utilities to manage renewable energy generation, storage, and consumption. Supporting Tesla’s automotive and energy products is Gigafactory 1 – a facility designed to significantly reduce battery cell costs. By bringing cell production in-house, Tesla manufactures batteries at the volumes required to meet production goals, while creating thousands of jobs. And this is just the beginning. With Tesla building its most affordable car yet, Tesla continues to make products accessible and affordable to more and more people, ultimately accelerating the advent of clean transport and clean energy production.

**Questions:**

1. What are the STP strategies used by Tesla? (5 Marks)
2. What should a manufacturer like Tesla focus on, to get a larger market share in India? (5 Marks)
3. What are the challenges faced by Tesla to market its product? (5 Marks)