

St. Claret College

Autonomous, Bengaluru

UG END SEMESTER EXAMINATION-DECEMBER 2024

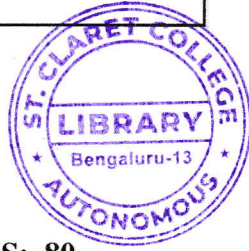
BCOM I SEMESTER

BC 1324: MODERN MARKETING

10

Roll No:

Date:



TIME: 3 hours.

MAX. MARKS: 80

This paper contains FOUR printed pages and FOUR parts.

Instructions:

1. Verify and ensure that the question paper is completely printed.
2. Any discrepancies or questions about the exam paper must be reported to the COE within 1 hour after the examination.
3. Students must check the course title and course code before answering the questions.

PART-A

Answer ALL questions. Each answer carries ONE mark.

[10 x 1 = 10]

1. Which of the following best describes the "market-oriented" approach to marketing?
 - a) Focusing on producing goods efficiently to minimize costs
 - b) Prioritizing aggressive sales tactics to increase revenue
 - c) Understanding and satisfying customer needs to drive product development
 - d) Concentrating on maximizing short-term profits without customer feedback
2. Performance marketing primarily focuses on:
 - a) Generating leads and measuring success through specific actions like clicks or conversions.
 - b) Building a long-term brand reputation without tracking immediate results
 - c) Offering one-time promotions without any metrics involved
 - d) Creating product awareness without targeted customer data
3. Which of the following is a psychological factor that influences consumer behavior?
 - a) Social class
 - b) Motivation
 - c) Cultural background
 - d) Income level
4. Which of the following is an example of unethical marketing practice?
 - a) Accurately representing product features
 - b) Using false claims to attract customers
 - c) Ensuring customer privacy and data protection
 - d) Adopting environmentally friendly production methods

5. In which stage of the product life cycle is a product likely to see the highest level of competition?
 - a) Introduction
 - b) Growth
 - c) Maturity
 - d) Decline
6. Which pricing method involves setting prices based on the perceived value to the customer rather than the cost of production?
 - a) Cost-plus pricing
 - b) Penetration pricing
 - c) Value-based pricing
 - d) Competitive pricing
7. Which of the following is a key advantage of digital marketing?
 - a) Limited targeting options
 - b) Higher cost than traditional marketing
 - c) Ability to reach a global audience instantly
 - d) One-way communication with customers
8. Which metric is most commonly used to evaluate the success of a dotcom business?
 - a) Offline customer engagement
 - b) Employee retention rate
 - c) Website traffic and conversion rates
 - d) Physical store visits
9. What is a primary goal of omni-channel marketing?
 - a) To focus solely on online sales channels
 - b) To create a seamless customer experience across multiple channels
 - c) To limit customer options to a single channel
 - d) To prioritize physical stores over digital platforms
10. Which of the following is a common use of augmented reality in marketing?
 - a) Creating printed advertisements
 - b) Providing interactive, virtual product trials
 - c) Conducting email marketing campaigns
 - d) Distributing physical brochure

PART-B

Answer any THREE questions. Each answer carries EIGHT marks.

[3x 8=24]

11. Explain the significance of marketing, highlighting its importance to various stakeholders and the economy.
12. What are the different bases of market segmentation?
13. Explain various elements of promotion techniques adopted in the modern marketing era.
14. Explain any five principles of new marketing environment.
15. Explain the benefits of Neuromarketing.

PART-C

Answer any THREE questions. Each answer carries TWELVE marks.

[3 x 12= 36]

16. Write a note on Societal Marketing, Holistic Marketing and Integrated Marketing highlighting their meaning and significance.
17. Discuss the role of ethics in marketing.
18. What are the stages involved in developing a new product?
19. Write a note on social media sites and monetization.
20. Explain cutting-edge trends in marketing.

PART-D

Answer the following question. (Case study)

[1x 10 = 10]

21. FreshFizz Beverages is a small but growing company in the beverage industry. Known for its unique range of fruit-flavored sodas, the company has successfully captured a niche market of health-conscious consumers who seek low-calorie and organic beverage options. Recently, FreshFizz has been facing increased competition from larger beverage brands that are launching similar products and rapidly capturing market share.

To stand out, FreshFizz is considering a product innovation strategy that involves introducing a new line of kombucha drinks a trendy, fermented beverage known for its health benefits. The proposed kombucha line will offer unique flavors, such as turmeric-ginger and blueberry-basil, to appeal to the growing interest in functional beverages with wellness benefits. However, launching this product will require significant investment in research and development, production adjustments, and a re-evaluation of the company's branding and distribution strategy.

Management is debating the viability of introducing this new kombucha line. While some executives believe it will attract a new segment of customers and differentiate FreshFizz from competitors, others are concerned about the costs and risks involved. If FreshFizz commits to this product innovation, it will need a clear and compelling marketing strategy to ensure the product's success in an increasingly competitive market.

Questions:

- a) What unique characteristics of the proposed kombucha line could help FreshFizz differentiate itself in the competitive beverage market? How does this product align with the needs and preferences of FreshFizz's target market? (5 Marks)
- b) Identify and discuss the major risks or challenges FreshFizz might face with this product innovation. (5 Marks)
