

# St. Clare College

Roll No:  
Date:

Autonomous, Bengaluru

UG END SEMESTER EXAMINATION-DECEMBER 2024

B.COM TTM I SEMESTER

BCT 1224: MODERN MARKETING

13

TIME: 3 hours.

MAX. MARKS: 80

This paper contains THREE 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. What is the main goal of marketing?
  - a) Selling products
  - b) Creating value for customers
  - c) Maximizing profit
  - d) Advertising
2. Which of the following is NOT an approach to modern marketing?
  - a) Societal marketing
  - b) Customer relationship marketing
  - c) Telemarketing
  - d) Performance marketing
3. What is the first step in the consumer decision-making process?
  - a) Purchase
  - b) Evaluation of alternatives
  - c) Information search
  - d) Problem recognition
4. Which of the following is a base for market segmentation?
  - a) Cultural
  - b) Geographic
  - c) Behavioral
  - d) All of the above
5. Which of the following is NOT a method of pricing?
  - a) Penetration pricing
  - b) Competitive pricing
  - c) Cognitive pricing
  - d) Skimming pricing



6. Which component of the marketing mix refers to channels of distribution?

- a) Product
- b) Place
- c) Promotion
- d) Price

7. SoLoMo stands for which of the following?

- a) Social-Local-Mobile
- b) Software-Low-Mobile
- c) Solution-Local-Money
- d) Social-Low-Marketing

8. What does the concept of "online marketing mix" focus on?

- a) Traditional marketing principles
- b) Adapting marketing strategies for the online environment
- c) Reducing advertising costs
- d) Simplifying product offerings

9. Which of the following is an example of experiential marketing?

- a) Email marketing
- b) Hosting live brand events for customer interaction
- c) Search engine optimization
- d) Banner ads on websites

10. What is programmatic advertising?

- a) Using digital ads based on consumer behavior patterns
- b) TV advertisements aired during prime time
- c) Newspaper ads placed in the classified section
- d) Leaflet distribution in local markets

### PART-B

Answer any Three questions. Each answer carries Eight marks.

[3 x 8 = 24]

- 11. Write a note on Marketing Philosophy.
- 12. Discuss the role of Marketing Ethics in Modern Marketing.
- 13. What is New Product development. Explain its steps.
- 14. Write the meaning of channels of distribution and explain its types.
- 15. Explain the importance of Social Media Marketing and its role in promotion.

### PART-C

Answer any Three questions. Each answer carries Twelve marks.

[3 x 12 = 36]

- 16. Define Marketing Approach. Briefly explain all the Marketing Approaches.
- 17. Discuss the basis for Market Segmentation
- 18. What is pricing? Explain the various pricing strategies.
- 19. Give the meaning of PLC? Elaborate the various stages
- 20. What is Marketing Mix? Discuss various online marketing mix

## PART-D

Analyze the following situation and answer the sub questions.

[10 Marks]

### 21. Analyse the case and answer the following questions.

GadgetZone is an online retailer specializing in tech accessories. They are preparing to launch a new line of eco-friendly products. The marketing team at GadgetZone is tasked with creating a launch campaign to promote their new line. They want to ensure they resonate with environmentally conscious consumers.

They created blog posts and videos about the importance of eco-friendly products and how their new line contributes to sustainability. GadgetZone collaborated with eco-friendly influencers to reach a wider audience through authentic endorsements. They launched an email marketing campaign offering a discount for the first purchase of eco-friendly products.

The launch campaign generated significant buzz on social media, leading to a 40% increase in website traffic. The influencer partnerships resulted in a 20% increase in sales within the first month.

#### Questions for Each Case Study

1. What challenges did the business face before implementing the marketing strategies? (3 Marks)
2. What strategies did the business implement to address these challenges? (3 Marks)
3. What measurable results did the business experience after implementing these strategies? (2 Marks)
4. How did the strategies align with the target market's preferences? (2 Marks)

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