

St. Claret College

Roll No:
Date:

Autonomous, Bengaluru
UG END SEMESTER EXAMINATION-NOVEMBER 2025
BCOM I SEMESTER
BC 1324: MODERN MARKETING

10

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.

[10x 1=10]

1. Which of the following best defines the concept of "Holistic Marketing"?
 - a) A marketing approach focused solely on building customer relationships.
 - b) A marketing strategy that integrates multiple departments, stakeholders, and processes to create a unified business vision.
 - c) A form of marketing that only concentrates on societal and environmental concerns.
 - d) A customer-driven approach focusing on delivering individualized value.
2. The "Societal Marketing" concept emphasizes balancing the three elements of a business, which include.
 - a) Product, Price, and Promotion
 - b) Customer needs, Company profits, and Societal well-being
 - c) Market Segmentation, Targeting, and Positioning
 - d) Product Development, Sales, and Distribution
3. Which of the following is NOT a factor that influences consumer behavior?
 - a) Cultural factors
 - b) Social factors
 - c) Technological factors
 - d) Personal factors



4. What is the primary goal of market segmentation?
 - a) To increase product prices in different markets
 - b) To identify distinct groups within a market to target marketing efforts more effectively
 - c) To differentiate products based on their physical features
 - d) To create a monopoly in a specific market

5. Which of the following is NOT one of the traditional 4 Ps in the Marketing Mix?
 - a) Product
 - b) Price
 - c) Packaging
 - d) Place

6. In the Product Life Cycle (PLC), which stage is characterized by high marketing expenses and slow sales growth as the product is introduced to the market?
 - a) Maturity stage
 - b) Growth stage
 - c) Introduction stage
 - d) Decline stage

7. Which of the following is a key driver of the new marketing environment in the digital era?
 - a) Web 1.0 technology
 - b) Traditional newspaper advertising
 - c) Web 2.0 and interactive digital media
 - d) Print and radio campaigns

8. What does the term SoLoMo in digital marketing stand for?
 - a) Social-Local-Mobile
 - b) Software-Logic-Mobile
 - c) Social-Location-Money
 - d) Search-Local-Market

9. What is the primary benefit of Omnichannel Marketing?
 - a) Focusing exclusively on social media channels
 - b) Creating a seamless customer experience across all online and offline touchpoints
 - c) Advertising products solely on television and radio
 - d) Limiting customer engagement to a single digital platform

10. Which marketing technique uses sensory stimuli to influence consumer perceptions and emotions towards a product?
 - a) Influencer marketing
 - b) Neuromarketing
 - c) Sensory marketing
 - d) Content marketing

PART-B

Answer any **THREE** questions. Each answer carries **EIGHT** marks. [3 x 8= 24]

11. Explain the different functions of Modern Marketing.
12. Elucidate the factors that influence consumer behavior.
13. Explain the importance of the Product Life Cycle (PLC) and how businesses can use it to manage product strategies.
14. State how Web 2.0 and digital media changed how businesses reach audiences through digital channels.
15. Define Omnichannel Marketing, What are its benefits to modern businesses?

PART-C

Answer any **THREE** questions. Each answer carries **TWELVE** marks. [3 x 12 = 36]

16. Discuss the various approaches to modern marketing; how do these approaches help businesses achieve their marketing goals?
17. Explain the various forms of Marketing Segmentation. How does market segmentation help marketers cater to these diverse consumer behaviors?
18. Describe the components of the marketing mix (4 Ps) and explain their importance in developing a successful marketing strategy.
19. Explain the different Digital Marketing strategies used to influence users today.
20. Explain how content marketing, influencer marketing, and technologies like AR/VR shape the future of marketing.

PART-D

Answer the following question. (Case Study). [1x 10= 10]

21. Contemporary Case Study: Apple's Marketing Mix Strategy for the iPhone Apple Inc. has consistently been a market leader in the tech industry, largely due to its strategic and innovative marketing mix. The marketing mix, often referred to as the 4 Ps—Product, Price, Place, and Promotion—plays a crucial role in Apple's success, particularly in marketing its flagship product, the iPhone. By effectively managing these components, Apple continues to dominate the smartphone market globally. Apple's product strategy is centered around innovation, design, and high quality. The iPhone is part of a broader product line that includes Mac computers, iPads, and Apple Watches, all of which complement each other. Apple uses a product differentiation strategy to set its iPhones apart from competitors, emphasizing sleek design, a proprietary iOS operating system, seamless integration with other Apple products, and cutting-edge technology. The company's product planning process includes regular updates and innovations, such as introducing features like facial recognition, improved cameras, and enhanced performance with each new model. Moreover, the iPhone follows a well-defined Product Life Cycle

(PLC). Apple manages this life cycle carefully, regularly launching new models (like the iPhone 15) while simultaneously discontinuing older versions, thereby maintaining customer excitement and demand. Apple employs a premium pricing strategy for its iPhones, reflecting the product's high quality, innovation, and brand value. This approach is based on the belief that customers are willing to pay more for superior products and the status that comes with owning an Apple device. Factors influencing Apple's pricing include the cost of raw materials, research and development, and the unique technological features offered by each model. Apple's pricing strategy also involves offering different models within a single product line, such as the iPhone SE (targeted at price-sensitive consumers) and the more advanced iPhone Pro (targeted at tech-savvy consumers willing to pay a higher price for additional features). This method ensures that Apple caters to various customer segments while maintaining its premium brand image.

Apple's place strategy is built on a well-managed distribution network, which includes its iconic Apple Stores, online platforms, and partnerships with authorized retailers. Apple Stores serve not only as retail spaces but as experiential hubs where customers can interact with products, receive technical support, and engage with the brand. The company's online store and mobile app also offer customers a convenient and seamless purchasing experience.

In addition, Apple leverages partnerships with mobile carriers and retail giants like Best Buy to ensure wide availability of its products across different markets. The combination of exclusive Apple Stores and external distribution channels ensures that the iPhone is accessible globally. Apple's promotion strategy heavily focuses on creating hype and excitement around product launches. This is achieved through highly anticipated keynote events, advertisements, social media campaigns, and endorsements from influencers and celebrities. Apple has mastered the art of creating buzz, often keeping details about new models secret until official announcements.

Additionally, Apple's promotional efforts emphasize the emotional connection that consumers have with the brand, showcasing how the iPhone enhances their lifestyle. For instance, iPhone ads often highlight the quality of its camera by showcasing user-generated content, positioning the iPhone as more than just a phone but an integral part of everyday life. Apple's success with the iPhone is a direct result of its effective use of the marketing mix. By continually innovating its product line, maintaining a premium pricing strategy, ensuring wide and accessible distribution, and promoting its products in a way that resonates emotionally with consumers, Apple has remained a dominant force in the smartphone market. This strategic approach to the 4 Ps serves as a benchmark for companies seeking to build strong, sustainable brands.

Questions:

1. How does Apple's product differentiation strategy, particularly in terms of design and technology, contribute to the success of the iPhone in a highly competitive smartphone market? (5 Marks)
2. What are the advantages and challenges of Apple's premium pricing strategy for the iPhone, and how does it impact the company's brand perception and consumer demand? (5 Marks)
