

St. Claret College

Roll No:

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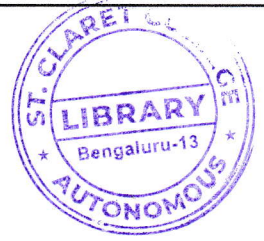
Autonomous, Bengaluru

UG END SEMESTER EXAMINATION NOVEMBER 2025

BCOM TTM I SEMESTER

BCT 1224: MODERN MARKETING

15



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 TEN questions. Each answer carries ONE mark.

[10 x 1 = 10]

1. What is the primary goal of marketing?
 - a. To maximize production
 - b. To create customer value and satisfaction
 - c. To increase product prices
 - d. To maintain product quality
2. Holistic Marketing emphasizes:
 - a. Selling the product only
 - b. Integrating all departments to create a unified approach
 - c. Focusing on customer complaints only
 - d. Reducing production costs
3. Market segmentation means:
 - a. Dividing a market into distinct groups with common needs
 - b. Dividing a company's budget
 - c. Targeting all customers with one product
 - d. Reducing the price of products
4. Ethics in marketing are important because they:
 - a. Increase production costs
 - b. Enhance brand reputation and customer trust
 - c. Restrict marketing channels
 - d. Improve sales volume only
5. Which is not one of the 4 Ps of the marketing mix?
 - a. Product
 - b) Price
 - c) People
 - d) Place
6. What is a key element of the promotional mix?
 - a. Accounting
 - b. Public relations
 - c. Production planning
 - d. Transportation

7. **SoLoMo stands for:**
 - a. Social-Location-Mobile
 - b. Solo-Media-Marketing
 - c. Sound-Location-Motion
 - d. Social-Market-Mobile
8. **Programmatic advertising involves:**
 - a. Manually selecting ad placement
 - b. Automating ad buying and targeting
 - c. Avoiding digital ads
 - d. Buying print media only
9. **Careers in social media marketing may include roles such as:**
 - a. Web developer
 - b. Social media analyst
 - c. Logistician
 - d. Accountant
10. **Personal selling is primarily aimed at:**
 - a. Generating high ad volume
 - b. Directly interacting with individual customers
 - c. Avoiding customer engagement
 - d. Mass advertising

PART-B

Answer any THREE questions. Each answer carries EIGHT marks.

[3 x 8= 24]

11. Define Marketing. Discuss the goals of Marketing.
12. "Discuss how marketing ethics contribute to the creation and enhancement of brand value, particularly in the digital age."
13. Describe the steps involved in New Product Development.
14. "Is distribution channels plays a important role in bridging the gap between Place of Production and place of consumption". Comment and explain various channels of distribution.
15. Explain the role of Social Media sites in Marketing.

PART-C

Answer any THREE questions. Each answer carries TWELVE marks.

[3 x 12 = 36]

16. Define "Approaches" in marketing and identify the different types of marketing approaches.
17. What is Market Segmentation? Describe its basis.
18. Define Pricing. What are the strategies used in pricing?
19. Discuss the elements of Promotion Mix.
20. State the meaning of E-Business. Explain the models of E-business and differentiate between traditional and digital marketing.

PART-D

21. Analyze the following situation and answer the sub-questions.

[10 Marks]

Taste Buds - A Family-Owned Restaurant

Taste Buds is a family-owned restaurant that has been in business for over ten years. Due to increasing competition, they noticed a decline in customers.

To attract more diners, the owners decided to rebrand their restaurant. They wanted to update their image and menu to appeal to a younger demographic.

- **Menu Revamp:** They introduced a modern menu featuring trendy dishes and healthier options.
- **Interior Redesign:** The restaurant's interior was updated with a contemporary decor style and new seating arrangements to create a welcoming atmosphere.
- **Social Media Advertising:** They ran targeted ads on social media platforms to promote the rebranding and special opening week events.

Following the rebranding, Taste Buds experienced a 50% increase in customer visits during the first month. The new menu attracted younger patrons, and the restaurant gained popularity on social media.

Questions:

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