



REG NO:

DATE: 26-11-2020

**ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE-27**  
**B.COM. – II SEMESTER**  
**SEMESTER EXAMINATION: November 2020**  
**BCIFA 3319 -MARKETING MANAGEMENT**

Time- 2 1/2 hrs

Max marks -70

This paper contains 2 printed pages and four parts

**SECTION A**

**I .Answer any five of the following questions :Each 2 marks $2 \times 5 = 10$**

1. What is the importance of positioning?
2. What is marketing management.
3. What are unsought goods? Give examples.
4. Why is customer satisfaction important ?
5. State four functions of marketing.
6. What is the difference between penetration pricing and skimming pricing?

**SECTION B**

**II .Answer any three of the following :Each carries 5 Marks $5 \times 3 = 15$**

7. Explain the Consumer buying process.
8. Explain product mix with the help of an example.
9. What are various target market strategies?
10. Explain the scope of marketing.

**SECTION C**

**III .Answer any two of the following: Each carries 15marks.  $15 \times 2 = 30$**

11. Discuss in detail the unethical aspects in the 4P's of marketing mix .
12. Explain the various elements in promotional mix. With suitable examples
13. What is segmentation? Enumerate the bases of market segmentation.

SECTION D

IV. Compulsory question 15x1= 15

14. "Strong customer relationships drive sales, sustainability, and growth." –Tom Cates, Discuss the recent trends in marketing in current pandemic situation.

#####

BCIFA 3319\_A\_20