

Date:

Registration number:

ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU-27

BBA SF - III SEMESTER

SEMESTER EXAMINATION: OCTOBER 2021

(Examination conducted in January-March 2022)

**BBA SF 3119 - Marketing Management**

Time- 2 ½ hrs Max Marks-70

This question paper contains three printed pages and four parts

**Section A**

I. Answer any five questions. Each question carries two marks (5x2=10)

1. State the meaning of societal marketing concept.

2. What is meant by personal selling?

3. What do you mean by customer satisfaction?

4. Give the meaning of mass marketing.

5. Define Marketing Management.

6. Give the meaning of Green Marketing.

**Section B**

II. Answer any three questions. Each question carries five marks

(3x5=15)

7. Write a short note on the different functions of Marketing.

8. Give the meaning of relationship marketing, what is its importance?

9. Explain the consumer buying process.

10. What is promotion? Name with examples various promotion strategies.

**Section C**

III. Answer any two questions. Each question carries fifteen marks (2x15=30)

11. Define Marketing environment. Discuss the difference between the Macro and Micro Environmental factors.

12. State the meaning of Price Mix. Discuss the different methods and strategies of pricing.

13. What is the meaning of a Consumer? Explain the factors influencing consumer behaviour.

**Section D**

IV. 14. Answer the question given below the question carries fifteen marks. (1x15=15)

**Case Study: Policybazaar.com**

PolicyBazaar is the marketplace for all your insurance-related needs. It provides life insurance, health insurance, motor insurance, travel insurance, group insurance, etc. The company offers more than 250 insurance plans and around 50 insurance brands on its platform. The platform is designed in such a way that the visitors can easily compare insurance plans and buy the ones relevant to their needs.

Policybazaar.com started out as an insurance comparison website. It was founded in June 2008 by Yashish Dahiya, Alok Bansal, and Avaneesh Nirjar with a focus on the insurance sector. At that time, the Indian insurance industry still lacked transparency, and policies were mostly sold through agents. Policybazaar changed that largely by listing the details of multiple insurance policies for customers to choose from. It began as a price-comparison website and an information portal for learning about insurance and insurance programs. The aim was to provide Indian insurance buyers with an online platform to compare and buy a policy plan. The website subsequently expanded to become a marketplace for insurance policies. Policybazaar has also launched a Telugu website to help users to research and buy online in their native language.

Policybazaar has moved from a policy price comparison website to an insurance selling operation. The company claims to process nearly 25% of India’s life insurance and over 7% of the country’s retail health cover. Policybazaar provides all types of insurance plans like life insurance, health insurance, motor insurance, travel insurance as well as group plans. The platform is designed to make comparing and buying insurance plans as per individual choice. It is an insurance web aggregator that lets you compare insurance plans from different insurers, without having to visit different websites or brokers. It also allows you to buy them online, and manage your all policies and related documents in a single place.

In 2015, Policybazaar launched its app for Android and iOS users. Policybazaar has also adopted Amazon Polly and developed an in-house AI chatbot to improve customer satisfaction in 2018.

**Questions**:

1. What are the STP strategies used by PolicyBazaar? (5 Marks)
2. What should PolicyBazaar focus on, to get a larger market share globally? (5 Marks)
3. What is the impact of digital marketing on PolicyBazaar. (5 Marks)