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BBA in TM, 2<sup>nd</sup> Sem.

Date: February 22, 2023 (Morning)

ISLAMIC UNIVERSITY OF TECHNOLOGY (IUT)  
ORGANISATION OF ISLAMIC COOPERATION (OIC)

DEPARTMENT OF BUSINESS AND TECHNOLOGY MANAGEMENT

Mid-Semester Examination

Course No. : BTM 4205

Course Title : Principles of Marketing

Summer Semester, A. Y. 2021-2022

Time : 1.5 hours

Full Marks : 75

Answer **all 3 (three)** questions. All questions carry equal marks. Marks of each question and corresponding CO and PO are written in the right margin with brackets.

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|-------|--|----|-------------------------|
| 1. a) | Compare and contrast among mission, vision, goals, and objectives.   | 07 | (CO2)<br>(PO2,<br>PO4)) |
| b)    | Describe how you can predict irrational consumer behavior using the theory of relativity and the fallacy of demand and supply.   | 08 | (CO1)<br>(PO1)          |
| c)    | Describe the types of consumer buying behavior. Which one would you most likely to use if deciding on a Dell computer purchase and which one for picking a resort for summer vacation?   | 10 | (CO1)<br>(PO4)          |
| 2. a) | What do mean by value proposition? Identify the value proposition of Samsung Ultra S-22.   | 05 | (CO1)<br>(PO1)          |
| b)    | “Marketing is all about creating value for customers. So, as the first step in the marketing process, the company must fully understand customers and the marketplace.” Based on the statement, discuss the different marketing concepts to understand the marketplace and customer needs. | 10 | (CO1)<br>(PO1)          |
| c)    | What are the limitations of BCG Matrix? Describe- how you can perform current business portfolio analysis of a particular company using BCG growth-share matrix.   | 10 | (CO2)<br>(PO2,<br>PO4)  |
| 3. a) | Define CLV and Customer Equity.  | 04 | (CO1)<br>(PO1)          |
| b)    | What do you mean by marketing environment? Describe the elements of a company’s microenvironment.  | 13 | (CO2)<br>(PO2,<br>PO4)  |
| c)    | What product characteristics influence an innovation’s rate of adoption? Discuss the characteristics of Walton Refrigerator in relation to the rate of adoption.   | 08 | (CO1)<br>(PO1)          |