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BBA in TM, 2nd Sem.

Date: May 15, 2023

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

DEPARTMENT OF BUSINESS AND TECHNOLOGY MANAGEMENT

Semester Final Examination

Summer Semester, A.Y. 2021-2022

Course Code : BTM 4205

Time : 3.00 Hours

Course Title : Principles of Marketing

Full Marks : 150

Answer **all 6 (Six)** questions. All questions carry equal marks. Marks in the margin indicate full marks. Corresponding CO and PO are written in the right margin with brackets.

1. a) Contrast between market skimming and market penetration pricing strategies. 05 (CO3) (PO3)
- b) Name and describe the stages of product life cycle. How has Coca-Cola survived through different stages of product life cycle? 10 (CO3) (PO3)
- c) Suppose, you have been hired as a distribution manager by PRAN foods Ltd. You have been requested by the CEO of your organization to develop a distribution channel for a newly launched beverage product: Cheer Up. How would you describe the various steps in developing effective distribution channel for Cheer Up? 10 (CO3) (PO3)
2. a) What is marketing environment? Describe the elements of a company's macro-environment and micro-environment. 17 (CO2) (PO2, PO4)
- b) "Marketing managers use different marketing management philosophies to design strategies that will build profitable relationships with target customers." Based on the statement, describe different marketing management philosophies. 08 (CO1) (PO1)
3. a) How would you set budget for your promotional activities? Describe the various elements of marketing communication mix. 13 (CO3) (PO3)
- b) "The cost is a fact but the price is a policy." Based on the statement- describe various types of price adjustment strategies. 12 (CO3) (PO3)
4. a) What are the characteristics of services? Describe different levels of product with real life examples. 10 (CO3) (PO3)
- b) Explain the decisions about products on individual product level, product line levels, and product mix levels. Give relevant examples. 15 (CO3) (PO3)
5. a) Colgate proposes to launch a new toothpaste for kids in Bangladesh. Develop a positioning statement and brand mantra for this new toothpaste with appropriate explanation. 08 (CO4) (PO3, PO11)
- b) How will you perform current business portfolio analysis of "Google" using BCG growth-share matrix? Describe. 10 (CO2) (PO2, PO4)

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- c) If you want to open a franchise of Pizza Hut in Gazipur, what kind of segmentation variable will you use and why? 07 (CO4)
(PO3, PO11)
 - 6. a) Name and define the five value propositions. Which value proposition describes Mercedes Benz and Toyota Lexus cars? 08 (CO4)
(PO3, PO11)
 - b) "After evaluating the market segments, there are a number of ways to select target markets."- based on the statement, describe different market targeting strategies. 12 (CO4)
(PO3, PO11)
 - c) How can you predict irrational consumer behavior using the theory of relativity and the fallacy of demand and supply? Describe. 05 (CO1)
(PO1)