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

DEPARTMENT OF BUSINESS AND TECHNOLOGY MANAGEMENT

Mid-Semester Examination	Winter Semester, A. Y. 2022-2023
Course No. : BTM 4105	Time : 1.5 hours
Course Title : Principles of Marketing	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 within brackets.

1. a)	Define customer equity. Compare and contrast mission, vision, goals, and objectives.	08	(CO1) (PO1)
b)	Describe how you can predict irrational consumer behavior using the cost of social norms and the fallacy of demand and supply.	07	(CO2) (PO1)
c)	What are the five different marketing management orientations? Describe each of them with appropriate examples.	10	(CO1) (PO1)
2. a)	Describe- how you can perform current business portfolio analysis of a particular company using BCG growth-share matrix. Use real life examples.	12	(CO1) (PO1)
b)	Discuss the current trends in the demographic, economic, technological, and cultural environment of Bangladesh of which marketers need to be aware of and provide examples of company's responses to each trend.	13	(CO2) (PO1)
3. a)	Explain the stages of the consumer buyer decision process and describe how you or your family went through this process to make a recent purchase.	08	(CO2) (PO1)
b)	Why do you think satisfaction alone cannot ensure customer loyalty? Name and describe four types of consumer buying behavior with real life examples.	09	(CO2) (PO1)
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	(CO2) (PO1)