

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

DEPARTMENT OF BUSINESS AND TECHNOLOGY MANAGEMENT

Semester Final Examination Winter Semester, A. Y. 2022-2023
Course No. : BTM 4105 Time : 3 hours
Course Title : Principles of Marketing Full Marks : 150

Answer all 6 (six) questions. All questions carry equal marks. Marks of each question and corresponding CO and PO are written in the right margin with brackets.

1. a)	Define needs, wants, and demands. Explain different marketing management orientations with appropriate examples and state why each orientation is relevant today.	10	(CO1) (PO1)
b)	List the characteristics that affect consumer buyer behavior and discuss which one influences you most when making a new car purchase decision.	10	(CO1) (PO2)
c)	Describe how you can predict irrational consumer behavior using the theory of relativity.	05	(CO1) (PO1)
2. a)	Explain- " Satisfaction alone cannot ensure customer loyalty."	05	(CO1) (PO1)
b)	Name and describe the four product/market expansion grid strategies. KFC is now rolling out a new Kentucky Grilled Chicken line to add to its traditional fried chicken lineup. Which growth strategy does it represent and how?	10	(CO2) (PO1)
c)	Describe the elements of a company's microenvironment and give an example illustrating why each is important.	10	(CO2) (PO1)
3. a)	Think about a particular company. Identify different SBUs of that company and explain how you can allocate resources among those SBUs using BCG Matrix.	10	(CO2) (PO1)
b)	Define unsought products. Describe the product decisions on individual product levels and product mix levels.	15	(CO3) (PO1)
4. a)	"Price is a policy and cost is a fact and it should not be too high or too low."- based on the statement describe the factors that a company needs to consider when setting prices for products.	10	(CO3) (PO1)
b)	Why do you think Sony company should choose market skimming pricing rather than market penetration pricing when launching a new product? Describe different price adjustment strategies.	15	(CO3) (PO1)
5. a)	What do mean by positioning? Select a product of your choice and develop a positioning statement for it.	05	(CO4) (PO3)
b)	Briefly describe various types of distribution channels. Now, if you have been hired as marketing communication manager by PRAN foods Ltd, how would you describe the various steps in developing effective marketing communication for the newly launched beverage -"Cheer Up"?	20	(CO3) (PO1)

6. a) Name and describe five types of overall positioning strategies. If you want to open KFC store in Gazipur, what kind of market segmentation variable will you use and why? 10 (CO4) (PO3)
- b) How would you evaluate different market segments? Identify the market targeting strategies for the following products: 15 (CO4) (PO3)
- i. Coca-Cola
 - ii. Pran Food Ltd.
 - iii. Proctor and Gamble
 - iv. Armani Tailors
 - v. Dell Computer
 - vi. Tata Nano Car.