

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 4505

Time : 3 hours

Course Title : Marketing Management

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. Be precise in your answer.

- |       |  |    |                |
|-------|--|----|----------------|
| 1. a) | Define market offerings and customer equity. Identify the types of demand and describe demand management strategies for each of the following products:  | 12 | (CO1)<br>(PO1) |
|       | i. Cigarettes  |    |                |
|       | ii. World football cup Ticket  |    |                |
|       | iii. Nokia 1200 Mobile   |    |                |
|       | iv. Hyper loop   |    |                |
|       | v. Cricket Jersey  |    |                |
|       | vi. Lux soap   |    |                |
|       | vii. Dental work   |    |                |
|       | viii. Apple laptop in remote village   |    |                |
| b)    | Describe the 4As of Marketing mix. Why do you think they are superior to 4Ps and 4Cs? Analyze the mission statement of google- "To organize the world's information and make it universally accessible and useful." using five criteria for mission statements.  | 13 | (CO1)<br>(PO1) |
| 2. a) | Describe how you can predict irrational consumer behavior using the cost of social norms and the fallacy of demand and supply.   | 10 | (CO2)<br>(PO2) |
| b)    | In Bangladesh, religion is undoubtedly a very sensitive issue for the mass people. It is believed that religion-based promotions or campaigns leave a great impact on consumers and brand equity. With this in mind, in 1997, Jamuna group launched "Aromatic" halal soap and ran an advertising campaign "100% halal," that resulted in becoming the number one soap brand in the country. It grabbed the top-of-mind salience of the consumers & thus grabbed major market share. Unilever's Lux was accused with the allegations of using animal fat in their soaps against Jamuna using vegetable fat in Aromatic soap. Unilever was forced to import Lux from their other offshore plants, and thus bled in their balance sheets. But Unilever was not the company to give up; they launched a counter campaign- "Arab, UAE, Dubai gure, ekhon Bangladesh a". Ultimately, Lux came back to public perception as a super brand and Aromatic brand had to accept a premature death. | 15 | (CO2)<br>(PO2) |
|       | <b>Requirements:</b>   |    |                |
|       | i. What kind of attacking strategy did Lux use against Aromatic soap? If aromatic soap wants to recapture its market share in 2024, what kind of marketing strategies should they take? Describe.  |    |                |
|       | ii. Sun Tzu says in the Art of War -"If your opponent is of choleric temper, seek to irritate him. Pretend to be weak, that he may grow arrogant. If he is taking his ease, give him no rest". How may this tactics work for Aromatic Soap?  |    |                |
| 3. a) | Water is water, right? Not so! Beverly Hills 90H2O claims to be designed "by a world-class team of experts, including a water sommelier." The winner of the World's Best Water Award, this water is sourced in the California mountains. At \$72 for a case of 24 bottles, this is not your everyday drinking water. The 7.5 alkalinity "silky" water is loaded  | 11 | (CO2)<br>(PO2) |

with minerals and electrolytes. It is available in fine restaurants, gourmet markets, and luxury hotels but is sold only in California. Beverly Hills 90H2O is not the only luxury water, and it is actually somewhat of a bargain. Fillico Beverly Hills (from Japan) costs \$100 per bottle. That's without the gold or silver crown cap- you can double the price if you want that. Acqua di Cristallo Tributo a Modigliani gold-bottled water tops them all at \$60,000 per bottle!

**Requirements:**

- i. What factors do you think encourage consumers to purchase these luxury bottle water and how?
- ii. Is it possible to convert "Mum Water" into luxury water brand like Acqua di Cristallo? Why or why not?

b) How can you evaluate different market segments? Describe different types of market targeting strategies along with real life examples. 14 (CO3) (PO3)

4. a) Select a product of your choice. Identify different levels of the selected product and describe different psychological aspects of packaging for the selected brand. 10 (CO3) (PO3)

b) Evaly, founded in December 2018, is a Bangladeshi online company that specializes on e-commerce, food & grocery delivery, classifieds, accounting & inventory solutions, and other logistics. As of July 2020, Evaly is recorded to have more than 3.5 million registered users and over 10,000 small and medium entrepreneurs on its platform. The company has a one-stop website with all of its services available on the platform. The company uses "Super-discount prices" as a marketing strategy. However, their product delivery is very slow, creating frustration among a number of consumers. Some customers have claimed that they paid the price 6 months ago but have not yet received the products. Although Evaly offers cash refunding on some special conditions, it is losing trust of consumers. Moreover, the government is suspecting the legality and sustainability of Evaly and its process of doing business; and hence prohibits Mohammad Rassel from travelling abroad. There is also immense negative publicity about the company in different news media. Yet, in 2022 surprisingly, Jamuna group, one of the largest companies in Bangladesh, decided to invest one-billion-taka in Evaly. Later, Jamuna Group moved away from the decision. 15 (CO3) (PO3)

**Requirements:**

- i. Do you think that Super discount pricing strategy was a wise decision for Evaly? Why or why not? Suggest alternative pricing strategies that would have helped Evaly to build up strong position in the market.
- ii. If Evaly had received 1-billion-taka investment from Jamuna Group, would it be able to create positive perceptions and strong brand loyalty among consumers? Discuss.

5. a) Define strategic planning gap? Describe different types of intensive growth strategies. 05 (CO1) (PO1)

b) Suppose, Apple Company wants to launch a car Brand. Identify possible value propositions for this car and describe how Apple can use Brand Resonance Pyramid to establish strong brand for this hypothetical product. 12 (CO3) (PO3)

c) How Samsung has been able to sustain its success in the maturity stage of the product life cycle for many years? Discuss with proper arguments. 08 (CO3) (PO3)

**Red Bull**

Red Bull's integrated marketing communications (IMC) mix has been so successful that the company has become a multibillion-dollar beverage brand among fierce competition from beverage kings like Coca-Cola, Pepsi, and Anheuser-Busch. To date, the company has sold more than 40 billion cans of energy drinks across 166 countries. Dietrich Mateschitz founded Red Bull with a single product in Austria in 1987. By 1997, the slender silver-and-blue can was available in 25 markets globally. Its size, style, and contents were different from traditional soft drinks. Red Bull's ingredients were specifically formulated to make the drink highly caffeinated and energizing. In fact, some users have referred to it as "liquid cocaine" or "speed in a can."

To expand worldwide, it developed an IMC plan that reached its target audience on many different levels and built its brand image of authenticity, originality, and community. First, Red Bull focused on pre-marketing, sponsoring different events to help build word-of-mouth excitement about the brand. After entering a new market, it built buzz through its "seeding program," micro-targeting trendy shops, clubs, bars, and stores. This enabled the cultural elite to access Red Bull's product first and influence other consumers. The company also targeted opinion leaders including sports athletes and entertainment celebrities.

Once Red Bull gained some momentum in bars, it moved into gyms, health food stores, restaurants, convenience stores near colleges, and eventually supermarkets. The company's primary point-of-purchase tool has always been its refrigerated sales units, prominently displaying the Red Bull logo. These set the brand apart from other beverages. Another essential aspect of Red Bull's communication mix is product trial. Rather than reaching the maximum number of consumers with sampling, the company seeks to reach consumers only in ideal usage occasions, namely when they feel fatigued and need a boost of energy. As a result, its sampling campaigns take place at concerts, parties, festivals, sporting events, highway rest areas (for tired drivers), and college libraries.

Red Bull also aligns itself with a wide variety of extreme sports, athletes, and teams and artists in music, dance, and film. From motor sports to mountain biking, snowboarding to surfing, rock concerts to extreme sailing, there is no limit to the craziness of a Red Bull event or sponsorship. Red Bull uses traditional advertising once the market has grown mature and the company needs to reinforce the brand to its consumers. As one executive explained, "Media is not a tool that we use to establish the market. It is a critical part. It's just later in the development." Red Bull's "anti-marketing" marketing communications strategy has been extremely successful connecting with its young consumers.

**Requirements:**

- i. Discuss the pros and cons of Red Bull's nontraditional marketing tactics. Do you think if Mojo, a Bangladeshi cold drink brand, apply the same kind of nontraditional marketing tactics, it will be successful? Why or why not?
- ii. Critically evaluate the statements for Red Bull: "Media is not a tool that we use to establish the market. It is a critical part. It's just later in the development."