

International Islamic University Chittagong
Department of Business Administration
Program: BBA, Final-Term Examination: Spring-2019
Course Title: Strategic Marketing
Course code: MKTG-4809

Time: 2hours 30 min.

Marks: 50

[Answer any five from the following question. Figures in the right margin indicate full marks. Each question should be answered serially.]

1. a) Make a comparison between substantial innovation, transformational innovation and incremental innovation with appropriate examples. 3
b) What are the steps of new product development process? Discuss different types of market testing. 7
2. a) Discuss the strategic role of brands. As a brand manager what type of challenges you may face while developing a brand. 5
b) How will you track brand performance? How can you leverage a brand? 5
3. a) Define a value chain. What are the functions of channel of distribution? 5
b) What do know about channel migration and channel modification? Differentiate between horizontal marketing channel and vertical marketing channel. 5
4. a) Discuss the role of pricing in product positioning. What are the pricing situation? 6
b) Discuss different types of pricing strategies. 4
5. a) Briefly discuss the composition of promotion strategy. Identify the factors that influence the design of promotion strategy. 7
b) What are the methods of promotion budgeting? 3
6. a) What are the reasons for using direct marketing? Discuss different types of sales jobs. 6
b) Discuss the sales force strategies. 4
7. Write the short notes (Any four): 2.5*4
 - a) Product Cannibalization
 - b) Brand revitalization
 - c) Private label branding and Co-branding
 - d) Trade promotion
 - e) Brand theft.