

International Islamic university Chittagong

Department of Business Administration

Program: BBA

Semester: Autumn-2022

Course Code: MKTG-2301

Course Title: Principles of Marketing

Time: 2 Hours 30 minutes

Full Marks: 50

(Answer any five of the following questions.)

1. a. Analyze the levels of product with real life example. 3
b. Explain the Marketing strategies for service firms 3
c. Define and compare among the various types of consumer products. 4
2. a. Draw a Product Life Cycle(PLC). Describe the marketing objectives and strategies at the different stages of product life cycle. 5
b. Pick a familiar company and assume you are responsible for generating new-product ideas. List the steps in the new –product development process. Discuss idea generation and test marketing in details. 5
3. a. Discuss the internal and external factors that affect a firm’s pricing decisions. 6
b. Briefly describe the Break-even pricing/target return pricing method through graphical presentation. 4
4. a. Explain the functions performed by the marketing channel members. 3
b. To reduce the channel conflicts company can apply Vertical Marketing System(VMS), Explain the three types of Vertical Marketing System with example. 3
c. Analyze the steps of channel management decision. 4
5. a. Designing the advertising program required five activities, discuss them briefly. 5
b. Identify the major tools in public relation. Define the functions of public relation. 5
6. a. Suppose you are a Sales Executive of a bank to sell their credit card, explain the personal selling process that you would follow. Which step do you think is the most difficult for the average salesperson? 5
b. Discuss the different types of consumer sales promotion tools and trade promotion tools. 5
7. Write short note on the followings:(Answer any four) 2.5*4=10
 - a. Product mix decisions
 - b. Brand Development strategies
 - c. Characteristics of Product Life Cycle(PLC).
 - d. Cost based pricing and value base pricing
 - e. Forms of direct marketing
 - f. Characteristics of services.