

International Islamic University Chittagong

Department of Business Administration

Program: BBA

Mid-Term Examination: Autumn-2022

Course Title: Strategic Marketing, Course code: MKTG-4809

Time: 1 hour 30 min

Marks: 30

[Answer all three questions from the following. Only question no 3 has an alternative option. Figures in the right margin indicate full marks.]

- | | Marks |
|--|-------|
| 1 a) Explain the strategic relationship between corporate strategy, business strategy and marketing strategy. | 3 |
| b) Analyze how Southwest airlines developed distinctive capabilities and succeeded in the airline industry. | 3 |
| c) Differentiate between market-driven and market-driving organization. Analyze the environmental challenges faced by the market-driven organization in the new era. | 4 |
| 2 a) Illustrate the product market structure. | 3 |
| b) Make a comparison between consumer buying and organizational buying process. | 3 |
| c) Analyze the steel rerolling industry in terms of Porter's five forces model. | 4 |
| 3 a) Segment a smartphone market based on different variables. | 3 |
| b) What are the requirements for segmentation? | 4 |
| c) Establish the logic of finer segmentation. | 3 |
| Or | |
| a) Describe a positioning concept for three different brands/products that correspond to functional, experiential and symbolic positioning. | 3 |
| b) What factors are important in selecting a market target? | 3 |
| c) Assume you are assisting Nokia in determining information needs for monitoring its cellphone targeting and positioning strategies. What are your recommendations? | 4 |