

International Islamic University Chittagong

Department of Business Administration

Program: BBA

Mid Term Examination, Spring 2023

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

Time: 1.5 hours

Marks: 30

[Answer the following questions. Parts of the same question must be answered serially.

Figures in the right margin indicate full marks]

No	Questions	Marks	CLO	H/L Order	
Q.1	a) "Market orientation requires a customer focus, competitor intelligence and cross functional cooperation and involvement."- Explain	5	CLO2	Un	
	b) Illustrate how Southwest airlines won the US airline industry by establishing distinctive capabilities. What are the challenges of strategic marketing in the new era?	5	CLO2	Cr	
Q.2	a) Explain how market and strategies are interlinked. Explain how the product market structure helps to determine the level of competition.	4	CLO2	Cr	
	b) Analyze the competitive forces that impact automobile industry.	3	CLO2	An	
	c) Analyze the factors that influence product market boundaries.	3	CLO2	An	
Q.3	a) Describe the level of market segmentation.	2	CLO2	Re	
	b) " Needs and preferences that are specific to products and brands can be used as segmentation basis"- Explain	3	CLO2	Un	
	c) Find the logic of finer segmentation. Discuss the finer segmentation strategies.	5	CLO2	Un	
	OR				
	a) What are the factors influencing targeting decisions?	2	CLO2	Re	
	b) Discuss the market targeting approaches. How can you measure positioning effectiveness?	4	CLO2	Un	
	c) Discuss the major components of the successful implementation of CRM.	4	CLO2	Un	