

International Islamic university Chittagong

Department of Business Administration

Program: BBA

Semester: Spring-2019

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. Describe the concept of services with its characteristics. 3
b. Briefly discuss the product mix decisions. 3
c. Classify and compare among the various types of consumer products. 4
2. a. Draw a Product Life Cycle (PLC). Describe the Characteristics, marketing objectives and strategies at different stages of product life cycle. 5
b. List the steps in the new-product development process. Discuss idea generation and test marketing in details. 5
3. a. Discuss the internal factors that affect a firm's pricing decisions. 3
b. Compare between cost based pricing and value based pricing. 2
c. Discuss the Break-even pricing/ Target return pricing method with graphical presentation. 5
4. a. Explain the functions performed by the marketing channel members. 3
b. Describe the types of Vertical Marketing System(VMS) 3
c. Explain the steps of channel design decisions. 4
5. a. Characterize the concept of advertising. What are the objectives of advertising? 3
b. Discuss message execution strategies for designing advertising program. Provide example that support each strategy. 4
c. Identify and define the functions of public relation. 3
6. a. Describe the concept of personal selling. Explain the process of personal selling. 5
b. Discuss the different types of consumer sales promotion tools. 5
7. Write short note on the followings:(Answer any four) 2.5*4=10
 - a. Brand development strategies
 - b. Public relation tools
 - c. Concept development and testing
 - d. Going rate pricing and sealed bid pricing.
 - e. Forms of direct marketing
 - f. Types of industrial products