

**International Islamic university Chittagong**  
**Department of Business Administration**

Program: BBA, Semester: Autumn-2022

**Mid-Term Examination**

Course Code- MKTG-2301,

Course Title: Principles of Marketing

Time: 1 hour 30 minutes

Full Marks: 30

*(Answer any three of the following questions.)*

1. a. Define marketing. Explain five core customer and marketplace concepts. 5  
b. Explain the Production concept, selling concept and the marketing concept. Which concept is more applicable when the demand for a product exceeds the supply and products cost are too high? 5
2. a. Define micromarketing environment. Describe the types of Customers and Publics that influence the company's marketing management activities. 5  
b. How does a change in the economic, technological and cultural environments affect company's marketing decisions? 5
3. a. Explain the behavioral segmentation variables for consumer markets. 4  
b. Explain the four types of targeting strategies. Which types of market targeting strategy is practicing by Unilever Bangladesh Limited for their soap and shampoo products? Justify your statement. 6
4. a. Define and draw Marketing Information System (MIS). Explain the types of research approaches and contact methods. 6  
b. Define sample. Explain the probability and non-probability sampling methods. 4