

International Islamic University Chittagong

BBA Autumn 20

8th Semester

Final-term Assignment

Course Title: Strategic Marketing

Course Code: MKTG-4809

Time: 5hrs

Marks:30

Answer all questions.

1.a) 'Radical innovations have the potential of disrupting existing technologies and creating negative impacts on the leading firms that pursue new-product strategies using existing technologies.'-Explain with an example. 3

b) What characteristics usually exist in a successful innovator? 3

c) Identify and discuss the important issues in deciding how to organise for new product planning. 4

2.a) As a brand manager of a multinational firm, what strategies can you follow to leverage your brand? 3

b) While designing a marketing channel what factors may influence the choice of channel configuration? 3

c) What is channel conflict? Differentiate between vertical marketing system & horizontal marketing system. 4

3.a) What are the legal and ethical considerations that affect pricing situation? 3

b)'The pricing strategy selected depends on how management decides to position the product related to competition and whether price will perform an active and passive role in the marketing program'- Explain the statement. 3

c)What are the factors affecting the promotional budget? Discuss promotional budgeting techniques. 4