

**International Islamic University Chittagong**  
**Department of Economics & Banking**

Semester Ending Evaluation, Autumn-2022	Program: BSS (Hons) in Economics & Banking
Course Code: MKTG-2401	Course Title: Marketing Management; Section: 4MF
Time: 2.5 Hrs	Full Marks: 50

[Answer **any five** of the following questions. Figures in the right margin indicates full marks.]

QN	Description of questions	Marks	CLOs & PLOs	Cognitive/ Affective learning
1(a)	Through market segmentation, companies divide large, heterogeneous markets into smaller segments that can be reached more efficiently and effectively. <i>Discuss</i> the levels of market segmentation with real life examples.	5	CLO-4	C2, A2 Understand
1(b)	Positioning is the way the product is defined by consumers on important attributes, or the place the product occupies in consumers' minds relative to competing products. <i>Develop</i> a positioning strategy for IIUC.	5		C6 Create
2(a)	<i>Classify consumer products with examples.</i>	5	CLO-4	C4 Analyze
2(b)	Managing brand is the major task in marketing. Once the product is established in a market over a period of time a company sells the Brand, not product or service. Do you agree? <i>Justify</i> your answer.	2		C5, A3 Evaluate
2(c)	Khadim Ceramics Ltd (KCL) is a pioneer in manufacturing of different type of Ceramic Tiles, Tile Adhesive, Tiles grouting, Roof tiles in Bangladesh. <i>Develop</i> any two brand strategy for Khadim ceramics.	3		C6 Create
3(a)	<i>Elucidate the process of idea screening. Categorize test marketing for a new product.</i>	5	CLO-5	C4 Analyze
3(b)	According to Harvard Business School Professor Clayton Christensen, there are over 30,000 new products introduced every year, and 95% fail. How it is possible to save new products from failure? <i>Discuss</i> with examples.	5		C2, A2 Understand
4(a)	<i>Explain</i> the significance of price in marketing. Where FC = TK 350,000/-, VC = TK12/- per unit, Number of units produced 60,000, and the desired return on sales is 25%; <i>Calculate</i> the cost-plus price.	5	CLO-5	C4, A3, A4 Analyze
4(b)	KR Steel Structure Limited (KRSSL) is one of the diversified business units of KR Group. <i>Develop</i> some pricing strategies for KRSSL.	5		C6 Create
	<i>Or,</i>			
4(a)	What is break even? Calculate break even volume when, FC = TK 400,000/-, and VC = TK 12/-; Price is TK 22/- . <i>Contrast</i> cost based and value based pricing.	2+3	CLO-5	C4 Analyze, & C2 Understand
4(b)	Write short notes on: i) Advertising Budget, ii) Message strategy for an Ad	5		C2 Understand
5(a)	'Marketing Channel decisions are among the most important decisions that management faces and will directly affect every other marketing decision'. – <i>Discuss</i> the functions a channel member performs.	5	CLO-5	C2, A2 Understand
5(b)	<i>Explain</i> 'Analyzing Consumer Service Needs' as a step in the process of channel design decision.	5		C5 Evaluate
	<i>Or,</i>			
5(a)	<i>Discuss</i> the implications of 3 <sup>rd</sup> Party Logistics (3PL). Write a short note on channel behavior.	5	CLO-5	C2, A2 Understand
5(b)	<i>Explain</i> the types of Sales promotion with tools used in each type.	5		C5 Evaluate