International Islamic University Chittagong

Department of Economics & Banking

Semester End Examination, Autumn-2023
Course Code: MKTG-**2401**
Time: **2.5 Hours**

Program: BSS (Hons) in Economics & Banking
Course Title: Marketing Management; Section: 4MF
Full Marks: **50**

[Answer the following questions. Figures in the right margin indicates full marks.]

QN	Description of questions	Marks	CLOs & PLOs	Cognitive/ Affective learning
1(a)	The *Service Profit Chain* is a business concept introduced by James L. Heskett, W. Earl Sasser, and Leonard A. Schlesinger in their book "The Service Profit Chain." What does this concept show and talk about? Explain.	5	CLO-4	C5, A3 Evaluate
1(b)	***PRIDE*** is a prominent brand in textile. Recently it has introduced some electronics items.***Develop*** some brand strategies for ***PRIDE***.	5		C6 Create
2(a)	***Elucidate** the process of idea screening. **Categorize** test marketing for a new product.*	5	CLO-4	C4 Analyze
2(b)	According to Harvard Business School Professor Clayton Christensen, there are over 30,000 new products introduced every year, and 95% fail. How is it possible to save new products from failure? ***Discuss*** with examples.	5		C5, A3 Evaluate
3(a)	***Discuss*** the characteristics and strategic options available for managing a product in declining stage. Provide examples of some companies that have successfully navigated product decline or revitalized declining products.	5	CLO-5	C4 Analyze
3(b)	'Marketing Channel decisions are among the most important decisions that management faces and will directly affect every other marketing decision'. – ***Discuss*** the steps involved in channel design decisions.	5		C2, A2 Understand.
4(a)	***Explain*** the significance of price in marketing. If FC = TK 450,000/-, VC = TK15/- per unit, number of units produced is 60,000, and the desired return on sales is 25%; ***calculate*** 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. *Developsome* pricing strategies for *KRSSL*.	5		C6 Create
	Or,			
4(c)	***Define*** the concept of break-even. ***Calculate*** break-even volume when, FC = TK 400,000/-, and VC = TK 12/-; Price is TK 22/- .	2+3	CLO-5	C4 Analyze, & C2 Understand
4(d)	Write short notes on: i) Advertising Budget, ii) Message strategy for an Ad	5		C2 Understand
5(a)	***Discuss*** the implications of 3rd Party Logistics (3PL). Write a short note on channel behavior.	5	CLO-5	C2, A2 Understand
5(b)	***Explain*** trade promotion, and business promotion with tools used in each type.	5		C5 Evaluate
	Or,			
5(c)	Marketing has a profound impact on individual consumers, influencing their behaviors, perceptions, and choices. ***Explain*** any three impacts with examples.	5	CLO-5	C2, A2 Understand
5(d)	***Explain*** the concepts of: a) Environmentalism, and b) Enlightened marketing.	5		C5 Evaluate