International Islamic University Chittagong
Department of Business Administration
Program: BBA
Final Examination, Spring 2019
Course Title: Marketing Management, Course Code: MKTG-3602

Time: 2.30 hrs | Marks: 50

[Answer any five of the following questions. Figures in the right hand margin indicate marks.]

1. a) 'Many companies prefer to attack rather than follow the market leader'- explain in brief. 5

   b) Explain the strategies that are taken by the market leader to defend the attack from the market challengers. 5

2. a) Briefly elaborate brand asset valuator. 5

   b) How could you make the branding strategy and the branding decisions of a company? 5

3. a)What do you mean by product mix? Briefly explain consumer goods classification with examples. 5

   b) What do you mean line stretching? Briefly explain the product-mix pricing with examples. 5

4. a) Through graphical presentation of break-even chart, calculate the markup pricing and breakeven volume where variable cost per unit is Tk. 20, Fixed cost TK. 500000, expected unit sales- 25000 unit, and desired rate on sales is 11%. 5

   b) Briefly explain the promotional pricing with examples. 5

5. a) What is conventional marketing system? Briefly elaborate channel management decision. 4

   b) Briefly elaborate various types of vertical marketing system. 3

   c) Mention the channel management functions. 3

6. a) Briefly elaborate consumer promotion tools with examples. 4

   b) What factors you should have to consider when setting the advertising budget? 3

   c) How will you decide from major media types for advertising a product of local firm? 3

7. Write short notes on- 2*5=10
   a. Geographical pricing
   b. Market follower strategies
   c. Product levels
   d. Brand name selection criteria
   e. Pricing objectives