

International Islamic University Chittagong

Department of Economics & Banking

Mid-term Examination, Spring-2024

Program: BSS (Hons) in Economics & Banking

Course Code: MKTG-2401

Course Title: Marketing Management; Section: 4MF

Time: 1.5 Hrs.

Full Marks: 30

[Answer the following questions. There is an option with Question number 3.]

QN	Description of Questions	Marks	CLOs & PLOs	Cognitive learning
1(a)	<i>Elucidate</i> the inferences of Production Concept, and Product Concept. Use examples from <i>Ti</i> .	5.0	CLO-1&2 PLO-1	Understanding
1(b)	Now we all are in the age of connectedness. <i>Discuss</i> the implications of being connected in marketing.	5.0		Analyzing
2(a)	<i>Discuss</i> with examples the following core concepts of Marketing: a) Value, b) Exchange, and c) Transaction	4.5		Evaluating
2(b)	<i>Generate</i> a matrix to analyze some product portfolios of <i>Unilever</i> . (Hints: Follow BCG Approach)	5.5	CLO-3 PLO-3	Creating
3(a)	<i>Categorize and explicate</i> the strategies for growth using product-market expansion grid. Use suitable examples.	3.0		Analyzing
3(b)	<i>Differentiate</i> , in short, the impacts of Technological forces on marketing management's ability to develop and maintain successful relationship with target customers. Use examples.	3.0		Evaluating
3(c)	<i>Discuss</i> the ways how marketing intermediaries and competitors influence marketing management's decisions to build and maintain successful relationships with customers? <i>Explain</i> with example.	4.0		Analyzing
Or,				
3(d)	<i>Discuss</i> the role of Publics in relationship marketing.	3.0	CLO-3 PLO-3	Analyzing
3(e)	<i>Draw a diagram</i> showing Marketing Information System (MIS) and write its implications.	3.0		Analyzing
3(f)	<i>Discuss</i> the sources involved in developing marketing insights.	4.0		Analyzing