

# International Islamic University Chittagong

Department of Business Administration

Program: BBA

Mid-term Examination, Spring 2022

Course Code: MKTG-4809, Course Title: Strategic Marketing

Time: 1.5Hrs

Marks: 30

[Answer three questions only. All parts of the same question must be answered serially]

- 1 a. 'Market orientation requires a customer focus, competitor intelligence, and cross-functional cooperation and involvement.'- Explain. 4
- b. How distinctive capabilities are established in a market-driven organization? Give your answer with an example. 3
- c. Develop your own strategies to face the challenges of strategic marketing in the new era. 4
- 2 a. How would you analyse the competition in the e-commerce industry? 3
- b. An important part of market opportunity analysis is estimating the present and potential size of the market. What key measures do you suggest to estimate the market size? 4
- c. Compare the stages in consumer and organizational buying decision process. 3
- 3 a. Discuss the levels of market segmentation. 3
- b. What are the key areas of strategic analysis of market segments? 3
- c. Find the logic of finer segments. Discuss the finer segmentation strategies. 4
- 4 a. Illustrate the product -market structure. 3
- b. Analyse the relationship between corporate strategy and business/marketing strategy. 3
- c. Briefly discuss the stages of marketing strategy process. 4