

International Islamic university Chittagong

Department of Business Administration

Program: BBA

Semester: Spring-2018

Course Code: MKTG-2301

Course Title: Principles of Marketing

Time: 2 Hours 30 minutes

Full Marks: 50

(Answer any five of the following questions.)

1. a. Define service with its characteristics. Discuss the branding strategies with examples. 5
b. Define and compare among the various types of consumer products. 5
2. a. Draw a Product Life Cycle (PLC). Describe marketing objectives and strategies at the different stages of product life cycle. 5
b. List the steps in the new –product development process. Discuss concept development and test marketing in details. 5
3. a. Discuss the internal and external factors that affect a firm's pricing decisions. 6
b. Describe the cost plus pricing/mark up pricing method with a numerical example. 4
4. a. Explain the functions performed by the marketing channel members. 4
b. Explain the steps of channel design decisions. 4
c. What are the major logistics functions? 2
5. a. Designing the advertising program required five activities, discuss them briefly. 5
b. Identify the major tools in public relation. Define the various forms of consumer sales promotion. 5
6. a. Define personal selling. Explain the process of personal selling. 5
b. Define direct marketing. Discuss the various forms of direct marketing with necessary examples. 5
7. Write short note on the followings:(Answer any four) 2.5*4=10
 - a. Individual product decisions
 - b. Types of Vertical Marketing System(VMS)
 - c. Characteristics of Product Life Cycle(PLC)
 - d. Going rate pricing and sealed bid pricing.
 - e. Levels of products and services.