

Bangladesh Open University
BBA Program
 Semester: 182 (8th Level-Marketing)

Course Title: Service Marketing

Due on: October 4, 2019

Instructions

- Answer the all questions in your own handwriting on A4 size white paper.
- Fill-in the cover page of your assignment with care.
- Enclose the photocopy of your ID Card with the assignment (next to the cover page).
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Questions

1. (a) “Services mean benefits without ownership”-Explain with examples.
 (b) What are the basic differences in marketing products versus services?
 (c) In the age of information and technology, write how service sector in Bangladesh is growing and changing.

2. (a) Describe what is meant by positioning strategy and the marketing concepts that underlie it.
 (b) How can positioning maps help managers better understand and respond to competitive dynamics?
 (c) How is branding used in service marketing?

3. (a) Define marketing communications mix.
 (b) Which elements of the marketing communications mix would you use for each of the following scenarios? Explain your answer.
 ➤ A newly established hair salon in a Suburban Shopping Centre.
 (c) Why is word of mouth considered to be so important for the marketing of services?

4. (a) What do you understand by service quality?
 (b) Describe the different approaches of customer and firm relationship.
 (c) Discuss the hard and soft measures of service quality.

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Due on: November 08, 2019

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Questions

1. (a) Describe the ethical issues in service pricing.
(b) How do marketers use the revenue management to maximize the revenue?
2. (a) What is customer loyalty? Why customer loyalty is important to firms profitability?
(b) Who is right customer?
(c) Discuss in short customer relationship system.
3. (a) How can service be distributed? What are the modes of distribution?
(b) What are the distinctive challenges of distributing people processing possession. processing and information based services?

Bangladesh Open University
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Course Title: Strategic Marketing

Due on: 04 October, 2019

Instructions

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Questions

1. (a) What do you mean by market-driven strategy? If you are the marketing executive of Basundhara Group of Industries, how you will implement your organization's distinctive capabilities in developing market-driven strategy?
(b) What is meant by superior customer value? Explain how electronics products perform the role of providing superior value through innovation logically.
2. (a) What are the major logics for pursuing market-driven strategy? Discuss the issues that are important in transforming a company into market-driven organization.
(b) Explain the components of a corporate strategy with examples. How you would relate the key issues with each of the components?
3. (a) What is the relationship between strategic plan for a business in the corporate portfolio and the marketing plan for the business? Discuss with examples from Bangladesh.
(b) Why 'Radhuni', 'Ruchi' and 'Chopstick' brands of Square Food Ltd. apply positioning strategy for each market segment separately with unique strategies? Justify your arguments.

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Due on: 08 November, 2019

Questions

1. (a) What is the meaning of mass customization?
(b) Why 'Mum (water brand of Partex)' and 'Titas (government natural gas brand)' apply mass customization technology to satisfy their buyers needs? Justify.
(c) Explain major areas that you will consider in strategic analysis of market segments.
2. (a) What is supply chain management?
(b) 'Shwapno' is the super store brand of ACI Ltd in Bangladesh. Discuss the main consideration in developing a channel of distribution strategy followed by 'Shwapno'.
(c) What are the advantages and limitations of using multiple channels by a manufacturer?
3. (a) Discuss the strategic role of price.
(b) Mention the factors that may impact the price situation of; rice, flour, sugar, salt daily necessities in Bangladesh.
(c) What are the numerous steps in selecting a pricing strategy?

Bangladesh Open University
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Course Title: International Marketing

Due on: October 04, 2019

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Questions

1. (a) Define international marketing.
(b) Distinguish between international marketing and global marketing.
(c) Discuss the three international marketing concepts with example.
2. (a) "Culture is dynamic in nature, it is a living process." – Describe in light of cultural change.
(b) Define culture Elaborate the different origins of culture.
(c) Discuss the three cultural change strategies that a foreign marketer can pursue.
3. (a) How is economic growth of a country accelerated through international marketing?
(b) Discuss the alternative market entry strategies in the international market.

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Questions

1. (a) Discuss the political risks of global business and the factors affecting political stability.
(b) Briefly explain the various methods of international dispute resolution.
(c) Discuss the issue of a website owner being liable for information posted on the site.
2. (a) What is distribution structure?
(b) Explain how and why distribution channels are affected as they are when the stage of development of an economy.
(c) Briefly discuss the various methods of overcoming blocked channels.
3. (a) Discuss the approaches of international pricing.
(b) What is meant by "Price escalation"? Discuss different approaches to lessening price escalation.
(c) Why dumping policy is become an important issue in international pricing? Explain.

Bangladesh Open University
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Course Title: Brand Management

Due on: October 04, 2019

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Questions

1. (a) Can anything be branded? Why or why not?

(b) You are purchasing various types of branded goods in your daily life. How you can reduce risks associated in product decisions by purchasing branded goods?

(c) If you want to introduce a brand of shampoo for your selected market, what branding challenges and opportunities you may face?
2. (a) Square Group of Industry is one of the leading organization in Bangladesh. Choose at least three different products offered by Square and evaluate the extent to which of these products/brands are achieving the various benefits of brand equity.
(b) What are the criteria that need to be fulfilled for choosing brand elements?
3. (a) If you think 'Rupchanda Soyabin Oil' is the leading brand among edible oil brands in Bangladesh; identify and write in detail the ways of making 'Rupchanda Soyabin Oil' as the strong brand.
(b) Draw the customer-based brand equity model and discuss how it works.
(c) What role does Internet and direct marketing perform in managing relationship marketing in bulding brand equity? Discuss with some common brands that you purchase in your regular life.

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Questions

1. (a) Name the different entities that assist in leveraging secondary brand knowledge and categorize them accordingly.
(b) What is ingredient branding? How is it done? What advantages and demerits are associated with this type of branding?
(c) Assume, you want to endorse Tamim Iqbal (popular cricket player of Bangladesh) as the celebrity spokesperson for your energy drink brand. What potential problems you may face of celebrity endorsement?
2. (a) What is brand value chain? How is it formed? How does it operate?
(b) How are brand tracking process designed?
(c) Suppose, 'Igloo Ice cream' (market leader of ice cream in Bangladesh) going to launch a chocolate-coffee flavored cold-coffee. This is associated with brand extensions strategy. Now, explain what advantage and disadvantages Igloo will get after this extension in Bangladeshi market?
3. (a) Distinguish between co-branding and licensing.
(b) 'Sandalina' is the leading brand of Kohinoor Chemicals Ltd. competing with Lux (product of Unilever) in the beauty soap market. Evaluate how Sandalina leverages secondary associations.
(c) Again, 'Cosco' is a beauty soap brand of Kohinoor Chemicals Ltd which is almost obsolete in the market. If your task is to reinforce Cosco's decaying image; what would be your decisions for reinforcing this decaying brand?