

Bangladesh Open University

BBA Program

Semester: 202 (8th Level-Marketing)**Course Title: Services Marketing****Date: November 25, 2022****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) Do you think an economy can be based entirely on the service industry? Provide adequate examples in favor of your logic. The size of the service sector is increasing around the world. Explain how it is so with appropriate examples from both local and foreign contexts.
- (b) Assume that you are the Marketing Manager of AXM Companies Pte. It is a healthcare service-based company that provides care for old-age patients. Your company wants to launch a new service for old-age home patients in Bangladesh. As the Marketing Manager, it is now your responsibility to a service marketing mix strategy for this new service product for the Bangladeshi market.
2. (a) Define competitive advantage. How can it be designed?
- (b) What is meant by positioning strategy? How can a brand's positioning help it differentiate from its competing brands in the market? Describe with an example.
- (c) How can positioning maps help managers better understand and respond to competitive dynamics?
3. (a) What are the elements of the marketing communications mix, and what are the strengths and weaknesses of each major element in the context of a service?
- (b) What is the potential value of the internet as a communication channel?
4. (a) "Services are planned and created."- is the statement true? Describe a recent example from the Bangladesh context. (Hint: online shopping during the Covid-19 Pandemic situation)
- (b) Why is word of mouth considered so crucial for the marketing of services?

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1. Is cost-based pricing challenging in comparison to other types of pricing strategies for many service firms? Discuss the situation that is so complicated with suitable examples.
2.
 - (a) What is customer loyalty? Why is customer loyalty important to a firm's profitability?
 - (b) Who is the right customer?
 - (c) Write in short about the customer relationship system.
3.
 - (a) Define service blueprinting.
 - (b) As the Marketing Manager of AXM Companies Pte., design a service blueprint that can be used to design a service and create a satisfying experience for the old-age home customers of Bangladesh.
4.
 - (a) Does service quality affect customer satisfaction? Provide logic in favor of your answer.
 - (b) In a call center that solves banking-related service problems, how can service quality be improved in your opinion?

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Course Title: Strategic Marketing

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Questions

1. (a) How does a global multinational company become more market-Oriented by focusing on its distinctive capabilities
- (b) Distinguish among corporate Strategy, Business strategy & marketing Strategy.
- (c) How do electronics product provide superior value through innovation?
2. (a) Why does a company need a Marketing Plan?
- (b) How does Unilever Bangladesh Ltd. segment the country's market for its international shampoo brand Sunsilk?
- (c) You brought into market a new form of skin care item. Because its different and uniquely customized for Bngladeshi females' skin type, your prices are likely to be higher than your competition, but you're delivering a superior product or experience. How do you plan on pricing your new item under such market circumstances?
3. (a) What are the pitfalls of using the same brand name for all new product extensions of the same company?
- (b) Discuss the factors affecting channel selection in the soft drink industry?

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Questions

1. (a) What do you mean by mass customization?
(b) How does a strategic marketer creating more value for its customers by becoming truly market driven?
(c) Why does DESCO (Government electricity distribution company in Dhaka) apply mass customization strategy in serving their consumers?
2. (a) Define market targeting strategy.
(b) In the highly cluttered soap category of Bangladeshi market, how will a premium soap brand position itself and determine their positioning effectiveness.
(c) What factors influence strategic channel management?
3. (a) Mention the strategic role of price.
(b) How does a strategic leader develop & implement his firm's sales force strategy?
(c) Mention the factors that might impact the price situation of salt, sugar and other daily necessities.

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Questions

1. (a) The term international marketing is often confused with global marketing. Are these two terms essentially the same? Justify your answer by bringing into focus the scope of their operations.
 - (b) Define cultural knowledge, cultural change and required adaptation.
 - (c) Himalaya Neem facewash of India got wide popularity in Bangladesh. Inspired by Himalaya's success you (a small entrepreneur working with Jute items) also want to sell your locally weaved Jute rugs in USA. What marketing approach will you implement and how?
2. (a) The term international marketing is often confused with global marketing. Are these two terms essentially the same? Justify your answer by bringing into focus the scope of their operations.
 - (b) Define cultural knowledge, cultural change and required adaptation.
 - (c) Himalaya Neem facewash of India got wide popularity in Bangladesh. Inspired by Himalaya's success you (a small entrepreneur working with Jute items) also want to sell your locally weaved Jute rugs in USA. What marketing approach will you implement and how?
3. (a) When do companies move from exporting or licensing to investing?
 - (b) How does a multinational company organize its global competition when it lands on a host market?
 - (c) Global retail giant Walmart sells in small quantities at low prices. By reducing the price, they have high sales volume through which they have high earning. Hence, by selling in high volume they can sell it at a cheaper price and still gain profit. How different is their strategy from Bangladeshi local retailers like Agora and Shwapno.

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Questions

1. (a) Explain self-reference criterion and ethnocentrism.
- (b) “Marketers’ ethnocentric approach to operating in the host country and the air of superiority that flows from it could become a reason for frequent wrongful estimations”- justify this statement.
- (c) Assess the political risks involved in global business endeavors.

2. (a) How can a global firm manage its operations in an emerging market.
- (b) When Sony introduced its electronic line in Dhaka city, what strategies did it apply in locating, selecting and motivating its channel members?
 Discuss the dilemmas involved in how advertising is controlled in international markets.
3. (a) What do you mean by assessing political vulnerability?
- (b) Identify and briefly describe some of the forces that have resulted in increased global integration and the growing importance of Global Marketing.
- (c) How does counter trade act as a pricing tool in international markets?

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Course Title: Brand Management

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Questions

1. (a) Define the term “Brand”. Provide examples of the different types of brands you come across in your day-to-day life.
(b) Product managers are accountable to executive management for overall product direction. Why so?
(c) Explain the relation between organizations with customers. How a brand makes an image in the mind of customer? Give a suitable example.
(d) Branding is a good thing for company or it's a syndrome for the company. Give your suggestion. What is the difference between brand awareness and brand loyalty?
2. (a) Pran RFL is a very popular Bangladeshi brand. Choose at least three different products offered by Pran RFL and assess the extent to which 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?
(c) What is the effect of segmentation by product usage in the market? Discuss
3. (a) How would you choose to conceptualize the leveraging process for a brand?
(b) Why is it important to have secondary brand associations? How does this impact the brand equity of a brand?
(c) What is Brand Equity? Briefly explain the Brand Report Card. How media relation helpful for creating a strong brand?

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Questions

1. (a) Explain the criteria for choosing the brand elements. In an organization, how a brand manager take decision on brand elements?
 (b) Country divided into the different territory is useful for market point of view. How it beneficial for organization?
 (c) What are the sources of measuring brand equity? Explain with suitable example. Discuss the projective techniques of measuring brand equity.
 (d) Visit the websites of the following companies and collect the names of the products, brands and variations that they market. Identify the strategy that the firms have been following and present the reasons thereof to the students pursuing a course in Brand Management:
 - Citibank
 - Parle
 - Fedex
 - Apollo Hospitals
 - Pidilite Industries
2. (a) How does brand awareness contribute to brand equity?
 (b) How would you evaluate a brand extension opportunity? You choose a brand from Bangladesh market it goes into almost critical stage, what is your suggestion to redevelop the brand in the market?
3. (a) As a marketer what would be your decisions for reinforcing a decaying brand?
 (b) How can a marketer make adjustments to the brand portfolio?
 (c) Define the terms:
 - i. High-tech brands Customization
 - ii. Branding strategy
 - iii. Brand Concept Management (BCM)
 - iv. Product Modification