

Bangladesh Open University
BBA Program
Semester: 212 (4th Level)

Course Title: Marketing Management

Due on: November 17, 2023

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).
- Don't make spiral binding. Instead, make soft binding.
- Submit the assignment to the respective course tutor and ensure his/her signature on your Assignment Acknowledgement Form (see page # 5 of Semester Calendar).

Questions

1. (a) Define marketing. What do you understand by the term marketing management?
(b) *Selling and advertising are only the tip of the marketing iceberg.* – Do you agree with this statement? Why or why not? Provide reasons supporting your choice.
(c) Identify and describe the marketing concepts with a local market example for each approach.
2. (a) Define strategic planning. As a Marketing Manager, how will you plan strategically and carry it out at the corporate and division level if you were working at the FMCG industry?
(b) Enumerate the Boston Consulting Group Matrix. Explain how one portfolio can be turned or stepped up to another. Explain with proper illustration and relevant example from Bangladesh perspective.
3. (a) Define marketing research and distinguish it from market research.
(b) Enumerate the marketing research process.
(c) Discuss the scopes and limitations of marketing research.
(d) Do you think it is necessary for any firm to conduct market research and marketing research? Justify your choice with appropriate reasons and adequate examples.

Bangladesh Open University
BBA Program
Semester: 212 (4th Level)

Course Title: Marketing Management

Due on: December 22, 2023

1. (a) When can an offering be called a product?
Discuss the various steps involved in new product development process.
- (b) What are the reasons for new product failure?
- (c) What is Product Life Cycle concept? What are the stages of PLC concept?
Explain their marketing implications?
2. (a) Identify the various positions in the market and describe the marketing strategies that are appropriate at each stage of the product life cycle.
- (b) *Challengers set high aspirations while market leaders can fall prey to running business as usual.* Explain.
3. (a) What are the factors affecting pricing? Discuss the various pricing objectives.
- (b) What are the methods of pricing the new products?
4. (a) What are the tools of sales promotion
- (b) Discuss the challenges of new product development.