


শুন্ম অর বিজনেম
Bangladesh Open University
MBA Program
Semester: 192 (4th Level - Marketing)

Last date of Submission: April 03, 2023

Instructions for 3rd Assignment Submission:

 <ol style="list-style-type: none">1. Assignments must be submitted on A4 size paper in own hand writing or in computer typing.2. Completed cover must be used on the top of each assignment as per the specimen cover page in the Semester Calendar.3. The softcopy of the assignment must be submitted to the coordinator <shelly.sob13@bou.ac.bd> of the Dhaka Study Center by email.4. Please mention clearly your ID, Course Code and Course Name in the subject line of email. Please create individual file for each course and send in one email.	<p style="text-align: center;">Special Assignment</p> <hr/> <p>Assignment -3 } 10</p>
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Course: Business Research Methods

MBA: 4316

Question:

1. Your organization is conducting a survey to determine the consumption pattern of food items by households in Dhaka. You are the head of computer division responsible for from the questionnaires and analyzing the same. A filled to you. List out the points on which you would like to concentrate while editing the raw data.

Question:

Read the following case carefully and answer the questions that follow:

Square Consumer Products Limited started its journey in 2001 as a member of Square Group, the leading corporate house in Bangladesh. Within a short span of time, it has been able to create a strong foothold in the market through its quality products and customer services. Strong commitments to quality, adoption of advanced technology, stress on human resource development, focus on continuous improvement and introduction of new products for the growing markets have given the company a decisive position in the industry.

Square Consumer Products Limited has introduced three popular brands in the market, namely Radhuni, Ruchi and Chashi. Radhuni is the flagship brand of the company. Just after its introduction, Radhuni drew the attention of housewives who demanded convenience and time-saving cooking.

The company assures of meeting the increasing demand for quality products both at home and abroad. The products with international standards are being exported to more than 22 countries. Dedication to quality, innovative products, customer service, and reasonable prices have given the company a unique position in the food market.

Assume you are a marketing manager of Square Consumer Products Limited. You are interested to build a direct and long-term relationship with consumers. You are planning to develop an interactive website where consumers can place orders for necessary products as well as submit recipes, plan for daily meals, know about food calories and ingredients, get real-time help, especially for a new cook, etc.

Questions:

- (a) 'Now a day, a website is the best way to communicate with consumers and build a long-term relationship'. Do you agree with this statement? Why or why not? Explain.
- b) What will be the differentiation and positioning strategies to develop this website?

Read the following case carefully and answer the questions that follow:

American Society of Clinical Oncology advances their mission by empowering their staff

ASCO is the world's leading professional organization for oncology professionals caring for people with cancer. With a focus on promoting connection, knowledge sharing, and growth within the oncology community, ASCO was familiar with the benefits of empowering its staff to learn on the job. It wanted to scale its existing learning offering while freeing up its HR team – which had been curating content manually.

As a scientific, evidence-based organization, ASCO also wanted to empower leaders with a clearer picture of employee feedback and enable them to analyze and apply data to inform faster, more contextualized decisions. It sought insights and solutions that supported its strong commitment to Diversity, Equity, and Inclusion (DEI) and could help it build a skilled and dynamic workforce to power its future. As a nonprofit, it was important to ASCO that any new solution it adopted be affordable and work in tandem with its HRIS system Workday.

Question:

1. Help ASCO outline an affordable way to building a dynamic workforce to power its future.
2. How can you empower leaders in your nonprofit organization by enabling them to analyze and apply organizational data?

Read the following case carefully and answer the questions that follow:

How do you convince nearly one billion people to change their daily routines? Essentially, that is the task facing Nescafé in mainland China. In rural areas of the country, consumers drink about five cups of coffee per year. In contrast, for consumers in urban centers and in neighboring Hong Kong, the number of daily and annual coffee purchases is much higher. In fact, Starbucks has been able to grow and attract new consumers in many major cities in China. Nescafé instant coffee has been China's market leader for nearly two decades. Instant coffee has traditionally been the more favored product, although fresh coffee sales have risen much more quickly in the past few years. To help increase sales of Nescafé, the company's marketing team decided that new technologies presented the greatest opportunities. E-commerce through the Alibaba website and social media offered the best chances to reach the most ideal target market—urban white-collar employees in their 20s. The primary venue for social media, the Weibo microblogging service, was chosen for a new campaign. Focusing on a holiday known as White Valentine's Day, in which women would give gifts to men in return for presents received from them on traditional Valentine's Day, the message centered on "the natural fragrance of Nescafé Gold." Online discussions and a contest designed to generate interest were created by the Ogilvy Public Relations agency for Nescafé. In a country dominated by tea consumption, creating a new mindset in which coffee would be selected more often by younger consumers represents a major challenge but also a great opportunity. The entire consumer buying decision-making process would need to be influenced in order to achieve long term success.

Questions:

1. Analyze the initiatives taken by Nescafé's marketing team aimed at increasing the sales of the company?
2. Consider yourself to be the marketer of an international coffee retailer in Bangladesh. Now, how do you plan on positioning your coffee brand in the minds of the consumers who are more used to with tea consumptions?

Question:

1. Find and cut two newspaper advertisements, one that is based on an aggressive personality and the other based on detached personality. Discuss how the advertisement copy and illustration each contributed to the personality of the advertisement. Also, discuss what you feel might have been the marketers' rationale in using each personality in positioning each product.