

**Bangladesh Open University**  
**MBA Program**  
**Semester: 192 (4<sup>th</sup> Level)**

**Course: Business Research Methods**

**Due on: May 27, 2022**

**Instructions**

- Answer the all questions in your own handwriting on A4 size white paper.
- The assignment must be submitted on the assigned date to the Coordinator of the study center you are attached with.
- Spiral binding is strictly prohibited. Instead, transparent folder or file cover or any other soft binding may be used.

**Questions**

1. (a) “Basic Research often provides the Foundation for Applied Research.” Do you agree? Explain.
  - (b) Discuss the factors that influence whether or not business research is needed.
  - (c) Name and describe the four characteristics that help determine how valuable data may be to researchers and managers.
  - (d) Compare and contrast pull technology and push technology.
  
2. (a) What is a theory, what are its goals, and why is it useful to business researchers?
  - (b) Compare and contrast the terms *concept* and *variable* and give an example of each.
  - (c) How does a hypothesis differ from a proposition?
  - (d) Discuss how theories are developed.
  
3. (a) Identify the following type of data (qualitative/quantitative) and the level of measurement. Explain the reasons for your choices:
  - (i) The ages of the respondents in a survey
  - (ii) The genders of the respondents in a survey
  - (iii) The years in which the respondents to a survey were born
  - (iv) The voting intentions of the respondents in a survey classified as republican, Democrat or undecided
  - (v) The race of the respondents in a survey classified as White, African American, Asian or Other
  - (vi) The performance rating of employees classified as Above Expectations, Meets Expectations, or Below Expectations
  - (vii) The uniform number of each member on a sports team
  - (viii) A list of the graduating high school seniors by class rank
  - (ix) Final exam scores for your statistics class on a scale of 0 to 100
  - (x) The state in which the respondents in a survey reside

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- (b) Identify each of the following as either descriptive or inferential statistics.
- (i) The average salary of a random sample of 50 high school teachers in 2013 was \$52,400.
  - (ii) Based on a random sample of hotels in Chicago and a random sample of hotels in Atlanta, it was concluded that the average cost of a hotel room in Chicago was greater than one in Atlanta.
  - (iii) A study has concluded that the average credit card debt of college graduates has increased from 2012 to 2013.
  - (iv) The average Amazon.com rating of the book *The Complete Idiot's Guide to Statistics* by reviewers in 4.6 on a scale of 1 to 5.
  - (v) Seventy-eight percent of customers at the Holiday Inn hotel in Dover, Delaware, arrived before 6 pm last week.
4. (a) Compare and contrast exploratory, descriptive, and causal research. Which approach is the best?
- (b) Explain how a researcher makes causal inferences.
- (c) A walk-in clinic for emergency room services maintains records of the number of patients it treats per day. The following table shows the frequency of the patient arrivals over the course of a 150-day period:

Number of Patients per Day	Frequency
20 to under 40	10
40 to under 60	16
60 to under 80	25
80 to under 100	65
100 to under 120	34

- (i) Calculate the approximate average number of patients per day.
- (ii) Calculate the approximate variance and standard deviation of the number of patients per day.

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## Bangladesh Open University MBA Program Semester: 192 (4<sup>th</sup> Level)

Course: MBA: Business Research Methods

Due on: July 29, 2022

(Answer all the questions in your own handwriting on A4 size white pages)

1. (a) Compare and contrast random sampling and systematic (nonsampling) errors.  
 (b) The following table shows the total points scored in the 16 National Football League games played during Week of the 2021 season.

41	62	64	50	47	33	49	72
76	40	52	36	26	50	57	36

- (i) Calculate the mean for this population.  
 (ii) Calculate the sampling error using the first four games in the first row as your sample.  
 (iii) Calculate the sampling error using the eight games in the first row as your sample.  
 (iv) How does increasing the sample size affect the sampling error?  
 (v) Using a sample size of 4, what is the largest sampling error that can be observed from this population?
- (c) According to the National Association of Theater Owners, the average price for a movie in the United States in 2020 was \$7.96. Assume the population standard deviation is \$0.50 and that a sample of 30 theaters was randomly selected.
- (i) Calculate the standard error of the mean.  
 (ii) What is the probability that the sample mean will be less than \$7.75?  
 (iii) What is the probability that the sample mean will be less than \$8.10?  
 (iv) What is the probability that the sample mean will be more than \$8.20?
2. (a) The University of Delaware would like to describe the linear relationship between the grade point average (GPA) and the starting monthly salary of a graduate who earned a business degree from the university. The following table shows the monthly starting salaries for eight graduates of the business school along with their corresponding GPAs:

Starting Salary (\$)	GPA	Starting Salary (\$)	GPA
2,600	3.2	3,000	3.7
2,900	3.4	2,900	4.0
2,500	2.6	2,200	2.5
2,600	3.5	2,400	3.3

- (i) Determine the sample correlation coefficient between the starting salary and the GPA of a University of Delaware business graduate.  
 (ii) Using  $\alpha = 0.05$  and the data from the above table, test if the population correlation coefficient between the starting salary and the GPA of a University of Delaware business graduate is greater than zero. What conclusions can you draw?

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- (b) The following table lists the SAT scores for 27 college students:

845	1,040	815	1,345	1,554	668	1,165	919	1,175
629	490	1,074	387	894	1,419	941	454	673
696	974	564	1,245	1,535	665	471	1,188	680

- (i) Identify the first, second, and third quartiles.  
 (ii) Determine the interquartile range.
- (c) A company operates two retail outlets at different locations. The following table lists the customer satisfaction rating on a scale of 1 to 10 for each locations:

Store 1	Store 2
7	8
4	7
6	10
3	8
9	8

Which location provides a more consistent level of customer satisfaction?

3. (a) Compare and contrast Type I errors and Type II errors and explain which one is of more concern to researchers.  
 (b) Compare and contrast parametric statistics and nonparametric statistics.  
 (c) A particular university includes a capstone course in its MBA program which all graduating students take and covers an overview of topics for their degree. The following contingency table shows the number of students from three different concentrations along with the grade they received in the capstone course.

Concentration	Grade		
	A	B	C
Management	10	20	10
Marketing	30	40	30
Finance	20	40	0

- (i) What are the appropriate null and alternative hypothesis to be tested?  
 (ii) Perform a hypothesis test to determine if the concentration of the students and the grade they received in the capstone course are independent variables using  $\alpha = 0.01$ .
4. (a) Pretzel Guys is a retail establishment that bakes hand-rolled pretzels on site for its customers. A key step in the pretzel-baking process is to ensure that a consistent size pretzel is hand-rolled by each employee. To test for consistency, a random sample of four pretzels made by each employee is given below.

Jane (1)	Tom (2)	Jason (3)
2.5	2.1	3.3
2.7	2.9	2.8
2.2	2.2	3.7
2.6	2.4	3.0

- (i) State the null and alternative hypotheses.  
 (ii) Calculate the sample means and grand mean.  
 (iii) Calculate the total sum of squares (SST).  
 (iv) Calculate the mean square total (MST).

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- (b) Answer the following using your results from the Pretzel Guys problem described in (a).
  - (i) Calculate the sum of squares between (SSB) and the mean square between (MSB).
  - (ii) Calculate the sum of squares within (SSM) and the mean square within (MSW).
  - (iii) Calculate the appropriate test statistic for the ANOVA procedure.
  - (iv) Using  $\alpha=0.05$ , can you conclude that there is a difference in the average weight of the pretzels made by the three employees?
  - (v) Verify your results with excel.
  
- 5.
  - (a) List the seven major elements of a formal research report.
  - (b) Discuss what is included in the body of a research report.
  - (c) Discuss the various types of graphic aids researchers can include in a research report.
  - (d) Describe the purpose of the oral presentation and list suggestions for effective presentations.

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**Bangladesh Open University**  
**MBA Program**  
**Semester: 192 (4<sup>th</sup> Level- Major in Marketing)**

**Course: E-Marketing**

**Due on: May 27, 2022**

**Instructions**

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**Questions**

1. (a) Define E- Marketing.  
(b) Explain how E- Marketing differs from traditional marketing.
2. (a) What do you understand by strategic planning?  
(b) Discuss the various types of business process level E-Business models with examples.
3. The first successful online bookseller was Amazon.com, an exclusively online retailer. Recently Amazon diversified into other lines of business like music, video, electronic toy and online auctions. Demonstrate how Amazon evaluated the situation analysis for diversifying the product lines?

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## Bangladesh Open University

## MBA Program

Semester: 192 (4<sup>th</sup> Level- Major in Marketing)

Course: E-Marketing

Due on: July 29, 2022

(Answer all the questions in own handwriting on A4 size white pages)

- Why and how E- Marketers do evaluate the quality of information on a web site?
  - What are the trends that affecting online business in Bangladesh?
- What are the two most important online engagement segmentation levels? Mention their characteristics with examples.
  - How does differentiation differ from segmentation? Explain with examples.
- Read the following case carefully and answer the questions that follow:

Bikroy.com was launched in 2012 and has sections dedicated to private and business advertisements for cars and vehicles, property, electronics, home appliances and personal items, sport and hobby items, and jobs, among others. Various classified advertisements are placed on Bikroy.com free of charge and remain on the site for a period of 60 days. Bikroy.com is available in English and Bengali language.

Bikroy.com is a website where the consumer can buy and sell almost everything. The web site is providing the service in an easier way to buy and sell locally. It takes less than 2 minutes to post an advertisement (ad) on Bikroy.com. and the consumer can sign up for a free account and post ads easily every time.

Bikroy.com has the widest selection of popular second hand items all over Bangladesh, which makes it easy to find exactly what the consumer are looking for. The website does not specialize in any specific product category. In the website the consumer can buy and sell items in more than 50 different categories. The authority of Bikroy.com also carefully reviews all ads that are being published, to make sure the quality is up to the standards.

In 2016, Bikroy.com for the second time in a row was ranked in the top three internet sites in Bangladesh by Milward Brown's top of mind (TOM) survey. The survey was conducted on 1008 local internet users in Bangladesh. Bikroy partnered with a2i in August 2016 to implement e-commerce services, establish training institutes and create support for developing polytechnic skills for the rural people of Bangladesh.

**Questions:**

- Mention the success factors of Bikroy.com as an E-marketer.
- Explain the internet exchange process in terms of Bikroy.com.
- Discuss the differentiation and positioning strategies of Bikroy.com.

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Bangladesh Open University  
MBA Program  
Semester: 192 (4<sup>th</sup> Level- Major in Marketing)

Course: Marketing for Non-Profit Organizations

Due on: May 27, 2022

**Instructions**

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**Questions**

1. (a) Define Nonprofit marketing.  
(b) Discuss the evolution of nonprofit organization.  
(c) Discuss the special challenges in the Nonprofit sector.
2. (a) Describe the three orientations towards the marketing mindset.  
(b) Discuss the main characteristics of target advance-centered marketing management.  
(c) What is Portfolio planning? Discuss the main steps of campaign marketing planning with example.
3. (a) Suppose, you are marketing manager at the Bangladesh Red Cross focused on increasing blood donations in the Dhaka city. Explain how you would go about effectively segmenting the market. Define at least four segments and explain which one(s) you should target and why.  
(b) Pick a major brand-either a campaign or an organization suggest three potential Spokes people for the brand and indicate how you would evaluate them.

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Bangladesh Open University

MBA Program

Semester: 192 (4<sup>th</sup> Level- Major in Marketing)

Course: Marketing for Non-Profit Organizations

Due on: July 29, 2022

(Assignment is to be presented in own handwriting on A4 size white pages)

1. (a) Why brand is important for nonprofit organization?  
(b) How would you build a brand of nonprofit organization?
2. (a) What is the value proposition? Describe and evaluate the value proposition of a charity you know.  
(b) Discuss the offer strategy options for Non-Profit organization.
3. (a) What are the main sources of funds?  
(b) Discuss different types of individual fundraising.  
(c) Imagine you have to write a proposal for grant to fund scientific research on the effects of marketing. Identify the key information needs that you must satisfy in order to write a compelling a proposal.
4. **Case Study:**

**Marketing Strategy in Action**

**PLEASANT COMPANY**

Samantha Parkington fights for women's suffrage. Addy Walker escapes from slavery. Kirsten Larson builds a life on the frontier. Characters from a feminist novel? No, these plucky heroines are part of the American Girls Collection, a mail-order line of historical dolls that are the darlings of 7-to 12-year-olds. Christmas orders piled up so fast at Pleasant Company – the privately held dollmaker in Middleton, Wisconsin – that vice presidents had to pack boxes in the warehouse. Sales in one recent year topped \$100 million, 40 percent more than the year before.

The president of the company, Pleasant Rowland, began the company with royalties she received from writing primary school reading books. Rowland got her idea after she went shopping for dolls for her two nieces. All she found were Barbies that wore spiked heels, drove pink Corvettes, and looked as if they belonged in strip joints. Though industry sources told her she couldn't sell a mass-market doll for over \$40 – some Barbies cost less than \$10 – Rowland gambled that boomer parents would pay more for one that was fun and educational. The 18-inch dolls cost \$82 apiece; add in all the accessories, including \$80 dresses for the doll's owner, and the price can exceed \$1,000.

Each of the Pleasant Company's five dolls represents an era of American history. Addy is from the Civil War, and Samantha is described as a "bright Victorian beauty." Parents can also buy historically accurate replicas of clothes, furniture, and memorabilia, such as the June 6, 1994, Chicago Daily Tribune headlined ALLES INVADE FRANCE, made for Molly McIntire, the 1940s doll. Every doll also stars in its own series of novels with titles

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like Kirsten Learns a Lesson and Samantha Saves the Day. The heroines go on adventures and cope with moral problems; for example, Felicity Merriman, a colonial girl, has to decide whether to continue her tea parties while her father fights king George III's tea tax.

Says Rowland, "We try to give girls chocolate cake with vitamins."

Pleasant company decided early not to compete doll-to-doll on toy-store shelves. Defying industry wisdom, Rowland began selling only through her own catalog. She counted on her dolls' being so different that word of mouth would take care of sales. She also coddled her customers. Pleasant Co. opened a "hospital" for broken dolls so that they can be returned to the company for repairs. For \$35 the company does the surgery and mails the doll back home to recuperate, now wearing a hospital gown and carrying a certificate of health from the house doctor.

Rowland refuses to license her products on T-shirts and lunch boxes, fearing that too much exposure would cheapen the dolls' image. Says Rowland, "It never hurts to play hard to get."

**Discussion Questions:**

1. Why do consumers pay \$82 for a Pleasant Company doll when they can buy other dolls much more cheaply at retail stores?
2. Considering money, time, cognitive activity, and behavioral effort costs, are Pleasant Company dolls more or less costly than dolls that can be purchased at retail stores?
3. What recommendations do you have for Pleasant Company to increase sales and Profits?

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**Bangladesh Open University**  
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**Semester: 192 (4<sup>th</sup> Level- Major in Marketing)**

**Course: Integrated Marketing Communication**

**Due on: May 27, 2022**

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**Questions**

1. (a) What is an integrated marketing communications program?  
(b) Write in detail about the trends impacting integrated advertising and marketing activities of an organization.  
(c) Identify and describe the factors affecting buyer behaviors.
2. (a) What is corporate image? Identify and describe the tangible and intangible aspects of a corporate image.  
(b) Define brand equity. How is it measured?  
(c) Write in detail about the ethical issues associated with brand management.
3. (a) What is a promotional tool?  
(b) Identify and describe the various promotional tools that are made use of for IMC.  
(c) Define customer relationship marketing. How is CRM related with IMC?

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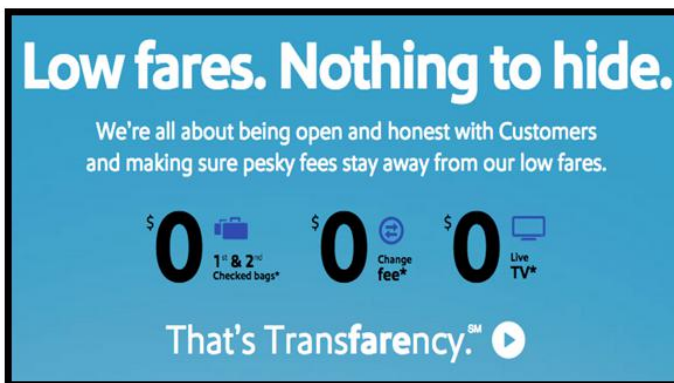
Semester: 192 (4<sup>th</sup> Level- Major in Marketing)

Course: Integrated Marketing Communication

Due on: July 29, 2022

(Answer all the questions in own handwriting on A4 size white pages)

1. (a) What is media strategy?  
(b) How does media strategy relate to the creative brief and overall IMC Program?  
(c) What is the difference between contest and sweepstakes?
2. (a) Which agencies and laws regulate marketing communications?  
(b) What legal remedies can be used to correct deceptive communications practices?
3. (a) What are the activities involved in creating a media strategy?  
(b) What are reach, frequency, continuity, impression and CPM?  
(c) Explain why the mix of media is a key part of any advertising campaign.
4. **Read the Case Study provided below and answer the questions that follow:**



Southwest Airlines brand promise has always been one of low fares and high value. As the airline has grown, that message has been more difficult to convey as other airlines seek to create awareness for their brand amenities and creature comforts. In order to re-iterate the airline's claim as best value in the skies, Southwest recently launched an

integrated marketing campaign "Transfparency". The airline uses television, radio, print and digital assets to demonstrate their long-held value proposition, e.g., how customers will pay for things like checked bags, flight changes and snacks and drinks.

The campaign, which was created by Austin's GSD&M advertising agency also

boasts a microsite designed by the digital agency Razorfish. The micro-site seeks to "expose" hidden airline fees charged by their competitors such as American Airlines, Spirit Airlines, Delta, and more. This microsite showcases the value customers will receive by choosing Southwest over other airlines. It includes several sections of informational and fun content.

- i. A #FeesDon'tFly comparison of Southwest and other airlines like American, United, Spirit, Delta and more.
- ii. There are also interactive components to the site that allow visitors to take a quiz called "Fee or Fake" game that tests customers' knowledge of surprising fees they will encounter with other airlines.

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- iii. The site also has a “Dear Southwest” Mad Libs-type feature, where users can choose pre-selected words in a “letter” to Southwest. The letter is complaint about how the user has been treated on other airlines. This letter also boasts Southwest’s status as the only U.S. airline that doesn’t charge checked bag or change fees.
- iv. The last feature of the site is a “fee hacker” that claims to help users minimize fees when forced to fly an airline other than Southwest.

While numbers from this newly launched campaign are not available, it’s clear from what Mr. Wright declares “It’s safe to say that the buzz the campaign has created on both Twitter and Facebook are positive signs.” Currently, several Twitter users have already adopted the hashtag and promoting the airline of their own accord.

- (a) Do you think Southwest is missing any other IMC tool? Which one? How can they use it?
- (b) Is what Southwest doing is ethical? Justify your answer.
- (c) For any airline in Bangladeshi, can you think they can use such technique? What can they focus on?
- (d) What would be your advice for airline service providers of Bangladesh for designing a fool-proof IMC plan?

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**Bangladesh Open University**  
**MBA Program**  
**Semester: 192 (4<sup>th</sup> Level- Major in Marketing)**

**Course: Consumer Behavior**

**Due on: May 27, 2022**

**Instructions**

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**Questions**

1. (a) Briefly explain different perspective of buyer behavior. Examine the reasons of emergence of consumer behavior field.  
 (b) Describe a recent important purchase that you made. To what extent can your purchase be described by the consumer decision making process ? How would you explain the deviation?
2. (a) Highlight some insights on Economic Theories. Critically discuss the market laws that may be formulated using economic theories. Discuss the contributions and weaknesses of economic theories.  
 (b) Describe the hypothetical constructs of the Howard and Sheth Model of buyer behavior. Show the relationships among the variables of the hypothetical constructs with a real-life buying example.
3. (a) Identify the reasons of cultural change. Explain how the knowledge of cultural symbolism, cultural relativism, and cultural change helps marketers in taking appropriate marketing decisions.  
 (b) Interview four members of one of the following subcultures. Identify the major ways, if any, that their consumption-related behaviors are unique because of their membership in that subcultural group.
  1. Occupational subculture
  2. Singles subculture
  3. Subculture based on Age
4. (a) Explain the idea of ‘self-concept’. Explain how self-concept influences the consumption of an individual. Discuss how the knowledge of self-concept may help a marketer in formulating his strategies.  
 (b) Interview a salesperson from one of the following product categories. Ascertain his perception of the social classes or status of his customers. Determine if his sales approach differs with differing classes.
  1. Cosmetics
  2. Women’s dresses
  3. Toiletries
 (c) Discuss in brief the patterns of buying behavior of persons in various social classes. What are the marketing implications of social class as a determinant of buying behavior?

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**Course: Consumer Behavior**

**Due on: July 29, 2021**

**(Answer all the questions in own handwriting on A4 size white pages)**

1. (a) Define family and household. Identify and explain different types of family. Interview one individual from each stage in the family life cycle. Determine and report the extent to which these individuals conform to the descriptions provided in this text.
- (b) Explain the behaviorist and cognitive theories of learning. Identify the basic differences between the behaviorist and the cognitive theory of learning.
2. (a) Define motive and motivation. Identify and explain different types of needs motivating people to buy different products and services. Discuss different theories of motivation. Explain the role of subconscious motivation in consumer behavior.
- (b) Prepare a report for your supervisor (assuming you as an assistant marketing manager of an ice cream manufacturing company) discussing how you could use the multi-attribute attitude model to segment the market of your product.
3. (a) You are the advertising manager for a sports footwear company. Develop three different themes based on three different levels of in the need hierarchy for the ad campaign.
- (b) Make a note of 5 products and 5 services that you have never bought. If you were to buy them, on what parameters would you judge their quality?

4. Case Study

Consumer Learning with Facebook

The ever-more-common use of the internet has made it most consumers' first choice in researching products they may want to buy online or elsewhere - it's a lot easier to check a few websites than to visit multiple physical retail locations in search of something you could just as well call a few friends to ask about.

The typical consumer learning process - need identification and solution exploration, reference and advice seeking, and other purchase decision factors have essentially remained unchanged. However, the internet, and all the great variety of information so instantly available has quickened this process radically. Popular social networking sites like Facebook have systematized the sharing of relevant information among friends so well that it's now easier than ever for consumers to find all the information they want about anything their trusted friends can share with them!

Additionally, simply searching Facebook for particular brands or types of products yields relevant discussions, pages, groups and the like that people can evaluate for themselves, even without hearing from anyone they already know. I don't have to already trust someone to see whether his umbrella does a better job than the hood of my jacket out in the rain, and unless I suspect that some charlatan is simply trying to squeeze a few bucks

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out of me, I'm likely to trust what he broadcasts to his seven-hundred friends or group members - so long as he's addressing my needs and making believable claims.

So as we can see, Facebook has taken huge strides in extending the word-of-mouth phenomenon to the international community - and it all happens instantly. Every Facebook user can easily publish his experience with your product, and if you're marketing to his friends, you'd better hope he's got good things to say. Thinking about all the elements of a purchasing experience that consumers are likely to share with others is an important part of maintaining a good reputation for satisfying your customers.

Another thing it's done is to significantly change the landscape of product marketability. Traditional means of marketing a product like radio and television broadcasting, newsprint and billboards, mail circulars and "direct marketing" had an altogether different impact on consumers back when they didn't have as many options in investigating products online - you can be assured that any elements of your customers' experience with your product, and with the process of purchasing it, will not only be under discussion immediately, but also readily available to anyone else who takes the time to look around.

Take some time to look around Facebook for products and services similar to the one you're promoting. What can your product deliver that the ones you see can't? Do you have better ideas about the customer-interaction experience than the ones some dissatisfied customers report? Look at what looks good on Facebook, and look at what looks bad. What can you do to build a well-known and positive reputation on the world's biggest growing social network?

There are lots of people and organizations out there who've made a lot of money by successfully gaining a presence on Facebook. Hyper Facebook Traffic makes it their business to provide you with the best, most comprehensive and effective instruction on using Facebook's immense social marketing potential to really connect the right people with your product.

### *Question*

How feasible is it to promote brands and facilitate learning through social networking sites like Facebook?

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