

শুনে অব বিজনেস

Bangladesh Open University

BBA Program

Semester: 212 (2nd Level)

Course Title: Principles of Marketing

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#4 of Semester Calendar).

Questions

1. (a) Define marketing and explain the relevance of customers' needs and wants to the marketers.
(b) Compare and contrast customer needs, wants, and demands. Describe the need versus want for the following products: Honda bike, Nike shoes, and iPod.
(c) State how marketing concept is significantly different from production concept and selling concept. Give the relevant examples from the current corporate environment.
2. (a) Does the four Ps framework do an adequate job of describing marketer responsibilities in preparing and managing marketing programs? Why?
(b) Do you think that changing status of women in society has brought about changes in the family decision process? Substantiate your answer.
3. (a) List some of the demographic trends of interest to marketers in Bangladesh and discuss whether these trends pose opportunities or threats for marketers.
(b) How should marketers respond to the changing environment?
(c) "As services differ from tangible products, they often require additional marketing mix." What are those? Explain.
4. (a) Name and describe the four major sets of variables that might be used in segmenting consumer markets.
(b) Discuss how companies differentiate and position their products for maximum competitive advantage in the marketplace.

শুধু অব বিজনেস

Bangladesh Open University

BBA Program

Semester: 212 (2nd Level)

Course Title: Principles of Marketing

Due on: December 22, 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.
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Questions

1. (a) What is a “new” product and how do consumers go about deciding whether to adopt a new product?
(b) How do consumers respond to various marketing efforts the company might use? List the buyer characteristics that affect buyer behavior and discuss which one(s) would influence your most when making a new motorbike purchase decision.
2. (a) Explain why successful new-product development requires a customer-centered, team-based, and systematic effort.
(b) State the differences between value-based pricing and cost-based pricing. Name and describe the two types of value-based pricing methods.
3. (a) Name and describe the four major sets of variables that might be used in segmenting consumer markets. Which segmenting variable(s) Bata is using?
(b) Discuss the brand development strategies marketers use to develop brands. Provide an example of each strategy.
4. (a) How does an industrial product differ from a consumer product? Discuss the types of industrial products and provide an example of each.
(b) Discuss the brand development strategies marketers use to develop brands. Provide an example of each strategy.