

**Bangladesh Open University**  
**BBA Program**  
 Semester: 192 (8<sup>th</sup> Level-Marketing)

**Course Title: Service Marketing**

**Due on: 03 September, 2021**

**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) The size of the service sector is increasing around the world. With appropriate examples from both local and foreign context, explain how it is so.
- (b) It is said that the service sector contributes to the economy of the country. Is it true for Bangladesh? Provide adequate example,
- (c) Why do service success require a focus on both customer and competitive markets?
  
2. (a) What is competitive advantage? How can it be designed?
- (b) What is the positioning strategy? How can positioning maps help managers better understand and respond to competitive dynamics?
- (c) How can positioning of a brand help it to be differentiated from its competing brands in the market? Describe with an example.
  
3. (a) Services are planned and created. Is the statement true? Describe with a recent example from Bangladesh context. (Hint: online shopping during the Covid-19 Situation)
- (b) What is new service development? Discuss the process of new service development with suitable examples.  
 How can communicating services present both challenges and opportunities?  
 Explain your answer keeping the following situation in mind:
  - Collecting samples for testing Covid-19 from home by diagnostic centers.
- (c) Why is word of mouth considered so important for the marketing of services?

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**Questions**

1. (a) It is said that effective pricing is central to the financial success of any service-oriented firm. Why is it so?  
(b) With real examples explain the pricing techniques and their objectives in services marketing.  
(c) Do you think ethical issues should be taken in consideration while setting the prices of services? Mention the ethical issues to be considered and describe their importance.
2. (a) What are the implications for a service-oriented firm that delivers through both physical and electronic channels? (Hint: Daraz.com)  
(b) What roles should intermediaries play in distributing services?
3. (a) How is service blueprinted? Provide an appropriate example.  
(b) How can services process be redesigned? How can a pharmaceutical company redesign its offerings of vaccination services for people of all age groups?
4. (a) Define customer loyalty. Why is customer loyalty so important for retaining a firm's profitability?  
(b) It is essential for a firm to identify the right customer for its services. If this statement is true, enumerate the process of identifying the right customer.
5. (a) Does the service quality have any effect on customer satisfaction?  
(b) How service quality may be improved in the organization?  
(c) What is service productivity? What are the key tools for improving service productivity?

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**Course Title: Strategic Marketing**

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**Questions**

1. (a) The pandemic situation 'COVID-19' is suppressing our world, there is a much-unexpected change we are observing regarding the business sphere as well as our lifestyle. Now, discuss the relevant reasons why you think that managing in an ever-changing environment will be needed in the future.
  - (b) As a marketer, why you should persuade a market-driven strategy? Explain the valid reasons that are required to transform a company to be market-driven.
  - (c) Assume that you are operating a superstore in a busy area in Dhaka city. Discuss, how the relationship between your customer value and your super store's distinctive capabilities are associated with each other.
2. (a) 'Competing in the skin-care products for babies raising lucrative opportunities for marketers. But marketers have to be very careful about the ingredients quality'- Discuss the variables that are used for the identification of market segments for this particular product.
  - (b) What should be approachable requirements for the above product example? Discuss rationally.
  - (c) What are the advantages of using mass customization technology to satisfy the buyer's needs?
3. (a) A new medium-sized private limited bank is going to start its activities in a rural area in Bangladesh. How might this bank determine the major market targets served by it in this particular region?
  - (b) 'Safety Sure' is a hand-sanitizer product having some unique features for its consumers. Now, discuss how the size and composition of the marketing program might require adjustment as 'Safety-Sure' moves through its life cycle.
  - (c) Discuss the relationship between the positioning concept and positioning strategy.

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**Questions**

1. (a) After 2018, several ride-sharing service companies started their businesses using the Internet in Bangladesh. Discuss the channel of distribution strategy and the implications for ride-sharing services in Bangladesh.  
(b) 'Asus', is a renowned computer manufacturer brand. What factors favor 'Asus' to distribute directly to the Customers? Discuss.
2. (a) Indicate, how a Bengali cuisine chain can estimate the price elasticity of a proposed new product such as 'Chicken Mughlai Paratha' in Dhaka city and other urban areas in Bangladesh.  
(b) "Several factors influence management's decisions about how the price will be used in marketing strategy". Justify this statement in the context of the strategic role of the price of cosmetics brands in Bangladesh.  
(c) Discuss why it is important to consider pricing from a strategic rather than a tactical perspective.
3. (a) How any marketer of fashion apparel can develop their promotion strategy? What communication objectives are required for this kind of product?  
(b) Identify and discuss the important differences between advertising and sales promotion strategies in the marketing promotion strategy.  
(c) Assume that, 'Bangladesh Biman' wants to increase the frequency of their domestic flights so that they are looking for more consumers. Between the advertising and sales promotion strategies in the marketing promotion strategy, explain which one will be suitable for 'Bangladesh Biman' serving its purpose.

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**Course Title: International Marketing**

**Due on: 03 September, 2021**

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**Questions**

1. (a) What differences you can identify between domestic marketing, Multinational Marketing, International Marketing, and Global Marketing? Justify with examples.
- (b) Do you think without approaching International Marketing, Bangladesh could be advantageous within the 21<sup>st</sup> century? Why or why not?
- (c) If you have to sell traditional Bengali 'Jamdani Sharee' in the South-Asian region, how you will implement your plan for marketing internationally? Then, what approach you will adopt?
2. (a) Assume that you are the marketing head of the real estate holding and development company 'Building Technology and Ideas Limited (BTI)'. If your organization wants to go global, how the various facets of the environment affect the decision-making process?
- (b) Describe and apply the various tools and techniques used for these organizationsto manage the global business environment.
- (c) When do companies move from exporting or licensing to investing?
3. (a) Compare and contrast standardized, concentrated, and differentiated Global Marketing. Illustrate each strategy with an example from Samsung Electronics Company Limited.
- (b) If 'Biman Bangladesh Airlines' wants to implement market research for more improvisation. Now, outline the basic steps of the market research process for this company.
- (c) What are the different modes of information acquisition? Which is the most important mode for gathering strategic information?

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**Questions**

1.
  - (a) What is the necessity of knowing different political environments for global marketing activities? Justify your assumptions.
  - (b) With an example describe what can be the consequences that an international marketer might face due to the differences in legal systems of the home and abroad.
  - (c) Explain these terms: Conflict Resolution, Dispute Settlement, and Litigation.
  
2.
  - (a) Suppose, as a marketing executive of 'Bashundhara Group', you have to prepare product/service mix for L.P. gas, whole-wheat flour, and cement for global market context. Discuss the issues involved for your products/service mix globally.
  - (b) Explain the issues involved in global distribution and logistics and find solutions to problems and recent developments in the area of logistics for 'Bashundhara Group'.
  - (c) Describe the pricing challenges in Global Marketing and the debate of skimming versus penetration pricing in this given issue.
  
3.
  - (a) How competitive advantage can be applied by national companies which want to go global? Can you find any examples in Bangladesh? What are the sources of competitive advantage for your identified companies?
  - (b) Discuss issues in global strategic alliances, the new norm to explore market entry strategies.
  - (c) Describe and apply the steps required in managing a multinational organization, such as; Unilever Bangladesh Limited (UBL).

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**Course Title: Brand Management**

**Due on: 03 September, 2021**

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**Questions**

1. (a) Suppose you are a manager in your organization. What type of challenges you face before launching a product into the market?  
(b) “Branding is a good thing for company or it’s a syndrome for the company.” Give your suggestions.  
(c) How a brand makes an image in the mind of customer? Give a suitable example.
2. (a) Find out the meaning of ethnographic method. What do you analyze about the consumers of Bangladeshi fashion industry using the ethnographic study? Enlist all the points of your analysis.  
(b) Brand value to customer is more important or value to marketers. Discuss briefly.
3. (a) What is brand equity? Why brand audit necessary for measuring customer-based equity?  
(b) Write down the dimensions of brand image.

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**Questions**

1. (a) Identify various companies that participate in the toothpaste market and list the number of brands offered by them.
- (b) Write a story about any successful brand of Bangladesh.
- (c) List any 10-brand name which one use by you in daily life regularly.

2. **Nokia—Building a Powerful Technology Brand**

The world of parity has hit the mobile phone market just as it has many other technology product categories. The products range from the simple to the complex, but every manufacturer offers, of course, the latest features. Leapfrogging in sales between brands frequently occurs based on design. But overall, the market is predictable, with Nokia, Motorola, and Ericsson fighting it out at the top and several less successful brands like Samsung, Philips, Siemens and Panasonic trying hard to make inroads into their top competitors' market share. So what makes the difference between the most successful and less successful brands? It certainly is not what product features are offered. How, then, do consumers choose? The answer seems to be what the brand names mean to them. Nokia Group the Finland-based manufacturer of mobile phones, has been steadily working on its corporate brand name and the management of consumer perceptions over the last few years. Its efforts have paid off, because it is now the number one brand in many markets around the world, effectively dislodging Motorola from that position. The brand has been built using the principles described above, and has been consistently well managed across all markets. Nokia has succeeded in lending personality to its products, without even giving them names. In other words, it has not created any sub-brands but has concentrated on the corporate brand, giving individual products a generic brand personality. Only numeric descriptors are used for the products, which do not even appear on the product themselves. Such is the strength of the corporate brand. Nokia has succeeded where other big brand names have so far failed, chiefly by putting across the human face technology-taking and dominating the emotional high ground. It has done so in the following way:

**Nokia Brand Personality**

Nokia has detailed many personality characteristics for its brand, but employees do

not have to remember every characteristic. They do, however, have to remember the overall impression of the list of attributes, as you would when thinking about someone you have met. As the focus is on customer relationships, the Nokia personality is like a trusted friend. Building friendship and trust is at the heart of the Nokia brand. And the human dimension created by the brand personality carries over into the positioning strategy for the brand.

### **Nokia Positioning**

When Nokia positions its brand in the crowded mobile phone marketplace, its message must clearly bring together the technology and human side of its offer in a powerful way. The specific message that is conveyed to consumers in every advertisement and market communication (though not necessarily in these words) is “Only Nokia Human Technology enables you to get more out of life”. In many cases, this is represented by the tag line, “We call this human technology”. This gives consumers a sense of trust and consideration by the company, as though to say that Nokia understand what they want in life, and how it can help. And it knows that technology is really only an enabler so that you-the customer-can enjoy a better life. Nokia thus uses a combination of aspirational, benefit-based, emotional features, and competition-driven positioning strategies. It owns the “human” dimension of mobile communications, leaving its competitors wondering what to own (or how to position themselves), having taken the best position for itself.

### **Nokia Product Design**

Nokia is a great brand because it knows that the essence of the brand needs to be reflected in everything the company does, especially those that impact the consumer. Product design is clearly critical to the success of the brand, but how does Nokia manage to inject personality into product design? The answer is that it gives a great deal of thought to how the user of its phones will experience the brand, and how it can make that experience reflect its brand character. The large display screen, for example, is the “face” of the phone. Nokia designers describe it as the “eye into the soul of the product”. The shape of phones is curvy and easy to hold. The faceplates and their different colors can be changed to fit the personality, life-style, and mood of the user. The soft key touch pads also add to the feeling of friendliness, expressing the brand personality. Product design focuses on the consumer and his needs, and is summed up in the slogan, “human technology.” Nokia now accounts for over half of the value of the Finland stock market, and has taken huge market share from its competitors. According to one brand valuation study carried out in mid-1999, it ranked 11th on the world’s most valuable brand list, making it the highest-ranking non-U.S. brand. As has been pointed out, it has unseated Motorola. Nokia achieved its brilliant feat through consistent branding, backed by first-class logistics and manufacturing, all of which revolve around what consumers want.

#### ***Questions:***

- (a) As a user what you think why Nokia so popular in comparison to other brands.
- (b) ‘Nokia brand name affects the market of other brands. Explain