

Bangladesh Open University
MBA Program
Semester: 182 (4th Level)

Course: Business Research Methods

Due on: December 6, 2019

Instructions for Assignment Submission

1. Answer all questions in your own handwriting on A4 size white paper.
2. Fill-in the cover page (see page#8 of Semester Calendar) of your assignment with care.
3. Submit the assignment to the study centre coordinator or his delegate and ensure his/her signature on your Assignment Acknowledgement Form (see page#9 of Semester Calendar).
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Questions

1. (a) What do you mean by Business Research?
(b) Distinguish between exploratory research, descriptive research and causal research.
(c) Discuss major phases of business research process.
2. (a) Define knowledge management. What is its purpose within an organization?
(b) What type of operational questions could a delivery firm like FedEx expect to automate with the company's decision support system?
(c) What makes a decision support system successful?
(d) What is data warehousing?
3. (a) Why is convenience sampling considered to be a non-statistical sampling method?
(b) Explain the difference between stratified random sampling and cluster sampling.
(c) Give the name of the kind of sampling that was most likely used in each of the following cases:
 - (i) Wall Street Journal poll of 2,000 people to determine the president's approval rating.
 - (ii) A poll taken of each of the General Motors (GM) dealerships in Ohio in December to determine an estimate of the average number of Chevrolets not yet sold by GM dealerships in the United States.
 - (iii) A quality-assurance procedure within a Frito-Lay manufacturing plant that tests every 1,000th bag of Fritos Corn Chips produced to make sure the bag is sealed properly.
 - (iv) A sampling technique in which a random sample from each of the tax brackets is obtained by the Internal Revenue Service to audit tax returns.

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4. (a) Why proper definition of research problem is essential to business research? Explain.
 (b) Describe in brief the process of problem definition.
 (c) What is a research proposal? Discuss the sections of a research proposal.
5. (a) A professor wishes to develop a numerical method for giving grades. He intends to base the grade on homework, two midterms, a project, and a final examination. He wishes the final exam to have the largest influence on the grade. He wants the project to have 10%, each midterm to have 20%, and the homework to have 10% of the influence on the semester grade.

(i) Determine the weights the professor should use to produce a weighted average for grading purposes.

(ii) For a student with the following grades during, the quarter, calculate a weighted average for the course:

Instrument	Final	Project	Midterm-1	Midterm-2	Homework
Percentage Grade	64	98	67	63	89

(iii) Calculate an (unweighted) average of these five scores and discuss why the weighted average would be preferable here.

- (b) Avalon Bagel provides take-out service for a variety of breakfast items. The following table shows the number of orders that have been recently placed grouped by the size of the order in dollars.

Size of Order	Number of orders
\$0 to under \$5	10
\$5 to under \$10	12
\$10 to under \$15	14
\$15 to under \$20	5
\$20 to under \$25	9

- (i) What is the approximate average order size for this sample?
 (ii) What is the approximate variance for the order size for this sample?

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Bangladesh Open University
MBA Program
Semester: 182 (4th Level)

Course: MBA: Business Research Methods

Due on: January 31, 2020

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

1. (a) What do you mean by Hypothesis testing?
 (b) Define: Null hypothesis and alternative hypothesis.
 (c) Write down the steps to be performed for hypothesis test.
 (d) What is the significance of understanding of confidence intervals?
 (e) A business research class with 110 students recently had an exam. The mean exam score was a 78.3 and the standard deviation of the exam score was 7.2. What is the probability that a random sample of 32 exams has an average score more than 80?

2. (a) The average battery life of the iPhone is reported to be 6.0 hours by Apple. Assume that the standard deviation for the battery life for this cell phone is 30 minutes. A random sample of 50 iPhones had an average battery life of 5.7 hours. Use a 90% confidence interval to test the validity of Apple's claim?
 (b) A survey by Harris Interactive reported that 35% of college students prefer digital textbooks over traditional print textbooks. State University would like to confirm these results. A random sample of 125 students was asked their textbook preference and a total of 37 preferred the digital format. Use a 95% confidence interval to validate the Harris Interactive findings.

3. (a) "The standard error of the difference between two means describes the variation in the difference between two sample means." Do you agree? Explain.
 (b) The management of the Green Bay Packers football team would like to test the hypothesis that the average price of a ticket is less than \$225 on the secondary market. A random sample of 40 customers paid an average of \$207 for their ticket. Assume that the standard deviation of the price of tickets for Packers games is \$43. The Green Bay Packers would like to set $\alpha = 0.01$. Use the critical value approach to test this hypothesis.
 (c) The management of the Green Bay Packers football team would like to test the hypothesis that the average price of a ticket is less than \$225 on the secondary market. A random sample of 40 customers paid an average of \$207 for their ticket. Assume that the standard deviation of the price of tickets for Packers games is \$43. The Green Bay Packers would like to set $\alpha = 0.01$. Use the p -value approach to test this hypothesis?

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- (d) Traveler's Insurance would like to test the hypothesis that the average number of miles driven per month by a male teenage driver exceeds the average number of miles driven per month by a female teenage driver by more than 50 miles. The following data summarizes the sample statistics for the miles driven per month by each gender. Assume that the population variances are equal.

	Male	Female
Sample mean	685	580
Sample size	13	16
Sample standard deviation	130	120

Define Population 1 as male drivers and Population 2 as female drivers and use the critical value approach to test this hypothesis with $\alpha = 0.05$.

4. (a) "Analysis of variance compares the variance *between* samples to the variance *within* those samples to determine if means of populations are different." Explain.
 (b) "When the *F*-test statistic is greater than the critical *F*-score for ANOVA, the correct conclusion is to fail to reject the null hypothesis?" Explain.
 (c) The following data show the download speed in megabytes per second for a random sample of Smartphone users in three cities using four different networks.

Carrier	Locations		
	New York	Washington	San Francisco
AT&T	35	14	14
Sprint	12	7	8
T-Mobile	19	11	9
Verizon	30	12	9

Perform a randomized block ANOVA using $\alpha = 0.05$ to test if a difference exists in average download speed between these three cities.

5. (a) What are the statistical application in chi square tests?
 (b) When the chi-square test statistic is greater than the chi-square critical value when comparing two or more population proportions, we fail to reject the null hypothesis? Do you agree? Explain.
 (c) How will you calculate the degree of freedom?
 (d) Dave is a photographer who sells his prints at Jersey Art during the summer months on consignment. Dave sells three different size prints during the months of June, July, and August. The following contingency table shows the number of prints sold each month last summer.

Month	Print Sizes		
	11x14	13x19	16x20
June	3	12	5
July	18	17	15
August	10	20	0

Perform a hypothesis test to determine if the print size and the month that it was sold are independent variables using $\alpha = 0.01$.

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6.
 - (a) What is a report?
 - (b) Explain different parts of an analytical research report.
 - (c) State the methods of writing reference regarding (i) Books, (ii) Journals, (iii) Unpublished dissertation (iv) Thesis.

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Bangladesh Open University
MBA Program
Semester: 182 (4th Level)

Course: E-Marketing

Due on: December 6, 2019

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Questions

1. a) 'E-marketing means using digital technologies to help sell goods or services'- here what do you understand by E- Marketing?
(b) Explain how E- Marketing differs from traditional marketing.
2. (a) Describe the environment- strategy- performance (ESP) model with figure.
(b) Discuss the reasons why E- Marketing strategy is important for a company?
3. (a) Define the venture capital E- Marketing plan.
(b) As an emerging economy, is Bangladesh technologically ready for E- Marketing? Why or Why not? Explain.

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Bangladesh Open University
MBA Program
Semester: 182 (4th Level)

Course: E-Marketing

Due on: January 31, 2020

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

1. (a) What is Marketing Knowledge Management? How do marketers turn marketing data into marketing knowledge?
 (b) Differentiate between marketing databases and data warehouse with examples.
2. (a) Describe the three main markets of e-business.
 (b) Discuss the new product strategies for E- Marketing.
3. **Read the case and answer the following questions:**

The Amazon Story

After opening its virtual doors in 1995, Amazon.com was one of the first to prove that the online retailing business model can be profitable, reporting its first-ever net profit in the fourth quarter of 2001 (\$3.1 billion in net sales). Amazon's strong customer service strategy (focusing on consumers, companies, e-commerce sellers, and content creators) has paid off big time.

Amazon, a dot-com survivor, is quite adept at leveraging its competencies into many different e-business models. It started as the world's biggest bookstore, but soon branched out into the "everything store." First is, its core business— online retailing. Amazon sells merchandise and content purchased from manufacturers and resellers to consumer markets. Sales of paper books, electronic books through its Kindle platform, music, and DVDs account for the large proportion of Amazon's sales, but nonmedia sales now comprise 60 percent of all sales (toys, tools, health and beauty aids, prescription drugs, home furnishing, electronics, apparel, and more). Amazon also began renting textbooks in 2012. A truly global organization, 44.5 percent of all its sales occur outside of North America.

Second are Amazon's e-commerce partnerships with many retailers. These partnerships bring revenue through differing commitments, but they typically involve Amazon earning fixed fees, sales commissions, or per-unit activity fees by offering third-party merchandise on the Amazon.com Web site. Customers can purchase items in dozens of product categories and complete the transaction in one checkout process. Amazon also offers to undertake marketing, customer service, and product fulfillment services (inventory storage and delivery) on behalf of its partners. This partnership business model can be more profitable than the pure retailing model because Amazon earns a fee by leveraging its automated services, e-commerce experience, and huge customer base.

Amazon also uses another important e-business model. It created the first affiliate program (called Amazon Associates), giving hundreds of thousands of Web site owners up to 15 percent commission for referring customers who purchase at Amazon. These partners integrate merchandise seamlessly into their Web sites via Amazon's Associate program. It is

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like having lots of sales people all over the world, and in fact, Amazon classifies this commission as a marketing expense in its annual reports.

According to founder and CEO Jeff Bezos, Amazon is not interested in expanding to the physical world because the company cannot differentiate Amazon-branded brick-and-mortar stores from well-established physical bookstores in a meaningful way. Amazon's success is based on selection, lower prices, better availability, solid and innovative technology, and better product information. Amazon's use of customer product reviews and product suggestions based on collective purchasing behavior also places it a cut above other retailers. It wins with low capital and high return business models. Amazon's future success seems certain because it knows how to capitalize on its unique capabilities through strategic planning and with careful management of its existing business models—and it remains customer-obsessed.

Questions:

- (a) Who are the target customers of Amazon?
- (b) As an online store, describe the e-business models that Amazon adopted to survive in the market.
- (c) Mention the differentiation strategies Amazon used to satisfy the customer.

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Bangladesh Open University
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Semester: 182 (4th Level)

Course: Marketing for Non-Profit Organizations

Due on: December 6, 2019

Instructions for Assignment Submission

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Questions

1. (a) What is meant by non profit marketing?
 (b) Discuss the evolution of non profit organization.
 (c) What are the primary drivers for applying for-profit marketing strategies to the non profit marketing strategies can be successfully applied to the non profit sector?
2. (a) Explain the ethical challenges of in the nonprofit sector.
 (b) Describe the different eludes of organization-centered marketing philosophy with example.
 (c) Suppose, you are a executive of XYZ hospital. Is marketing important to this hospital? What other management functions are important to the hospital? When might marketing importance to increase for this hospital?
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: 182 (4th Level)

Course: Marketing for Non-Profit Organizations

Due on: January 31, 2020

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

1. (a) Explain the stages of market segmentation and target marketing.
(b) How offer should an organization consider its market Positioning?
(c) How would you develop a sound cause-related marketing strategy?
2. (a) What is fund raising? Explain customer- centered fund raising with example.
(b) 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.
3. (a) Discuss the steps of the backward research process.
(b) Explain the bases for effective market segmentation.
(c) Discuss the positioning alternatives for nonprofit organization.
4. (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.
5. **Read the case carefully and answer the questions that follow:**

Anjuman Mufidul Islam

Serving poorest of the poor for 112 years (Registered Under Societies Registration Act of 1860) Anjuman Mufidul Islam was founded in 1905, in Calcutta, British India, as a voluntary, non-profit and non political social welfare organization. A prominent businessman and philanthropist, Sheth Ibrahim Mohammad Dupley of Surat was the founder. Anjuman was established in Dhaka, in September 1947 after the independence and partition of British India as a branch of Calcutta office. Since 1950 Anjuman continued to march forward, as an independent institution All the free humanitarian services of Anjuman are available to poor people, irrespective of faith, caste and creed. The burial Service is limited to Muslims only. One can become a member of Anjuman, only if invited by Anjuman. A muslim citizen of Bangladesh willing and able to serve Anjuman as a volunteer may be invited by a member of Anjuman. If approved by the Managing committee the invited person can be inducted as a member of Anjuman, no payment of membership fee of Tk. 50,000/- and acceptance of given terms & conditions and signing of prescribed forms.

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Humanitarian Services of Anjuman are provided free of cost to the beneficiary. Protection and developing human capital among the poorest of the poor through.

Providing free shelter, food and clothing to the young (6 to 16years of age) & running homes for destitute children, giving education and survival skills. Trade courses. Vocational Training. Diploma level education, free primary medical services, relief in natural calamities, free ambulance service to be poor, free burial of dead bodies of the poor & destitue Muslims, financial help to the poor & destitue including Muktijoddhas and scholarship for higher education, funded by private Trust Funds. Anjuman runs four Homes (Orphanages) including two in Dhaka city (One for boys and one for girls).

A donor can create a Trust Fund by donating a sum of at least 5. lac (Five lac) Taka at a time. This sum will be invested by Anjuman and every year 20% of the income will be added to the capital. The capital will thus continue to grow. The remaining 80% of the income will be used by Anjuman for financing its humanitarian services. The donor will be informed every year about the fund position and use of the income.

Questions:

- (a) How does charitable organization, Anjuman Mufidul Islam accomplish the social goals as well as the goals of the funders?
- (b) What marketing strategies you may recommend this organization to attract more influential donors?
- (c) How can this organization monitor and control the whole program successfully?

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Semester: 182 (4th Level)

Course: Integrated Marketing Communication

Due on: December 6, 2019

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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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Bangladesh Open University
MBA Program
Semester: 182 (4th Level)

Course: Integrated Marketing Communication

Due on: Januarys 31, 2020

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

1. (a) What is media strategy?
 (b) How does media strategy related 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 o media is a key part of any advertising campaign.

3. 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.

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- 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.
- 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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শুন্ন অব বিজ্ঞান
Bangladesh Open University
MBA Program
Semester: 182 (4th Level)

Course: Consumer Behavior

Due on: December 6, 2019

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Questions

1. (a) Why you think that consumer decision making is termed as complex in nature? Argue with any of your recent product purchase.
 (b) Do you think there is any necessity to study consumer behavior? What are the areas covered in the discussion of consumer behavior study? Discuss them.
2. (a) What is the relationship between Cultural symbolism and Cultural Relativism in Bangladesh? Justify your assumption by examples.
 (b) "Change is an evolutionary process, which can be accelerated by number of factors."- Analyze this statement from today's marketer's perspective for Culture.
 (c) Suppose you are the Marketing manager of a reputed multinational company. Do you think adapting your marketing decision according to other culture is crucial? What are the reasons if you accept the adaptations?
3. (a) Describe major Sub-Cultural Categories and their Influences on Consumption with practical examples in Bangladesh.
 (b) Make some distinction between Primary reference group and Secondary reference group with example. If you are the marketer of a hygienic-hand wash product then justify what is the implication of reference group influence for you?
 (c) Discuss the Characteristics of Social Class with example.

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Course: Consumer Behavior

Due on: January 31, 2020

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

1. (a) How classical conditioning can affect Behavior Modification? Can you elaborate this by recent advertisements of personal care products in Bangladesh?
- (b) “Learning is a process of interactions between four factors: drives, cues, responses, and reinforcements.”- Can you illustrate this statement by drawing a figure?
- (c) What is the significance of Generalization concept in Marketing? Do you think family branding is possible through this concept in the context of Bangladeshi electronics brands? Elaborate rationally.
2. (a) Suppose you want to be fit and want to adopt fitness services provided by the marketers in your convenient locations. Now apply the meaning of Perception focusing 3 step processes with the given situation.
- (b) Elaborate the features of perception affecting consumer behavior with examples by watching the recent advertisement of ‘Rin’ washing powder of Bangladesh.
- (c) Why marketers should be conscious about Brand Perception?
3. **Read this case carefully then answer the following questions:**

Ayojon: An event management company

Event management is the application of [project management](#) to the creation and development of large-scale events such as [festivals](#), conferences, ceremonies, weddings, formal parties, concerts, or [conventions](#). It involves studying the brand, identifying its [target audience](#), devising the event concept, and coordinating the technical aspects before actually launching the event. The events industry now includes events of all sizes from the [Olympics](#) down to business breakfast meetings. Many industries hold events in order to market themselves, build business relationships, raise money, or celebrate achievement. ‘*Ayojon*’ is this type of organization situated at Gulshan, Dhaka; focuses on the residential areas of Gulshan, Dhanmondi, Baridhara, Uttara, Banani – as these locations represent the affluent income groups among the general population who can afford *Ayojon*’s services.

To be successful *Ayojon* focused its attention to segments or niches that the big players have overlooked or ignored. This way, *Ayojon* avoided confrontation with the major players in the market by specializing along market, customer, service and marketing mix lines. The corporate clients, especially the MNCs are very much willing to engage in long-term contracts with professional event management firms. But most of them already have contracts with various advertisement firms for their event management. They are not willing to terminate their contract immediately and would like to engage both an event management firm as well as advertising firms on a short term basis to see just how much value professionalism adds to the process of event management. But, the number of

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events that these corporate clients are going to initiate is likely to increase by more than 10% in the coming year. Most significant increase will take place for the manufacturing companies and MNCs and *Ayojon* taken this opportunity for success. *Ayojon* will also target the local manufacturing companies, local service companies, private and public educational institutions, financial and non-financial institutions, and small businesses. Targeting the Government programs and bid for them add extra boost in *Ayojon's* strategy. Customized Corporate Events (providing “one-stop” service for the customers), *Ayojon* cut down the hassle required in arranging the events, and also through superior supplier relationship the firm will reduce the total time required to arrange these events. Associating different brands with different occasions, such as, Anchor with Mother’s Day and Ponds with Women’s day; *Ayojon* also associates brands with ideas of events (such as, Talk Shows). The concept of event planning for individual events like high school reunions, graduation ceremonies, wedding ceremonies etc for the first time are organized by *Ayojon*.

Ayojon's distinct and most fundamental capability is that the firm always adding innovative ways to serve the customers. At the beginning, the firm allowed the customers to get updated information of what is available regarding their events, from the firm’s website. The owner and the visionaries are confident that they can make up a better service and establish a perfect network of event management business even in the tough times of Bangladeshi business environment through their wisdom and endeavor in the context of arranging different ceremony.

Questions:

- (a) How ‘*Ayojon*’ analyzed cultural factors, symbolism and relativism of its target market? Justify your arguments.
- (b) Do you think the entrepreneurs of event management companies in Bangladesh may apply classical and operant conditioning theories? Evaluate the theories in this case practically.
- (c) As a marketing manager of ‘*Ayojon*’, how you will motivate your target customer to develop attitude of loyalty? Mention some specific areas of ‘*Ayojon*’ to improve more.

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