

Bangladesh Open University
BBA Program
Semester: **162 (8th Level-Marketing)**

Course Title: Service Marketing

Due on: 04 August, 2017

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#3 of Semester Calendar).

Questions

1. (a) What is meant by service? What are the important distinctions among various types of services?
(b) What are the major changes occurring in the service sector and how are those changes affecting the nature of service competition?
2. (a) Describe what is meant by positioning strategy and the marketing concepts that underlie it.
(b) How can positioning maps help managers better understand and respond to competitive dynamics?
(c) How is branding used in service marketing?
3. (a) Define marketing communications mix.
(b) Which elements of the marketing communications mix would you use for each of the following scenarios? Explain your answer.
 - A newly established hair salon in a Suburban Shopping Centre.
(c) Why is word of mouth considered to be so important for the marketing of services?

Bangladesh Open University
BBA Program
Semester: **162 (8th Level-Marketing)**

Course Title: Service Marketing

Due on: 15 September, 2017

1. (a) What are the implications for a firm of delivering through both physical and electronic channels?
(b) What roles should intermediaries play in distributing services?
2. (a) What is customer loyalty? Why customer loyalty is important to firms profitability?
(b) Who is right customer?
(c) Discuss in short customer relationship system.
3. (a) How can service be distributed? What are the modes of distribution?
(b) What are the distinctive challenges of distributing people processing possession, processing and information based services?
4. (a) What is service productivity?
(b) What are the key tools for improving service productivity?
(c) How can service marketer measure productivity?

Bangladesh Open University
BBA Program
Semester: 162 (8th Level-Marketing)

Course Title: Strategic Marketing

Due on: 04 August, 2017

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#3 of Semester Calendar).

Questions

1. (a) Define the term Strategic Marketing?
(b) What are market driven strategies? How can a marketer become market oriented?
(c) Elaborately discuss the:
 - i) Distinctive Capabilities
 - ii) Becoming Market Driven.
2. (a) What is marketing strategy? Discuss the process of marketing strategy with example.
(b) On what factors do selecting segmentation strategies depend on? Explain each with appropriate example.
3. (a) How can a marketer set targets in different markets?
(b) What is positioning strategy? Enumerate the process of developing positioning strategy.

Bangladesh Open University
BBA Program
Semester: 162 (8th Level-Marketing)

Course Title: Strategic Marketing

Due on: 15 September, 2017

1. (a) Explain the decisions that are necessary to consider in developing channels of distribution.
(b) Describe the advantages, and limitations of using multiple channels by a single manufacturer.
(c) How is it possible to manage a supply chain?
2. (a) Define Price. What is the strategic role of pricing?
(b) As a marketer how would you analyze the pricing situation?
3. (a) What is CRM? Why is it important?
(b) Write in detail about the advantages and limitations of CRM from Management perspective.

Bangladesh Open University
BBA Program
Semester: 162 (8th Level-Marketing)

Course Title: International Marketing

Due on: 04 August, 2017

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#3 of Semester Calendar).

Questions

1. (a) Differentiate between a Global company and a International company.
(b) Describe how international marketing task is differ from the local marketing task.
2. (a) What do you think culture is? Elaborate the different origins o culture.
(b) Explain the two kinds of knowledge about cultures.
(c) “Culture is dynamic in nature, it is a living process.” – Describe in light of cultural change.
3. (a) Discuss the economic & trade importance of the big emerging market.
(b) What are the marketing's role in economic development? Discuss the marketing contribution to economic development.
(c) Discuss the impact of IT revolution on the poorest countries.

Bangladesh Open University
BBA Program
Semester: 162 (8th Level-Marketing)

Course Title: International Marketing

Due on: 15 September, 2017

1. (a) What is planning? Describe shortly international planning process.
(b) Discuss different alternative market entry strategies in international market.
(c) What is the importance of collaborative relationships to competition?
2. (a) Define intellectual property. How can the problem of protection of intellectual property rights be solved?
(b) While considering international marketing what type of communication process do you think is used? Critically explain this process.
(c) Do you think there should be strict control on advertising in international media? Why so?
3. (a) “Pricing plays an important role for developing an international market”. – Discuss.
(b) What is “price escalation”? Describe different approaches to lessening price escalation.
(c) What are the special media problems confront the international advertiser?

Bangladesh Open University
BBA Program
Semester: 162 (8th Level-Marketing)

Course Title: Brand Management

Due on: 04 August, 2017

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#3 of Semester Calendar).

Questions

1. (a) Define the term “Brand”. Provide examples of the different types of brands you come across in your day-to-day life.
(b) Describe the customer-based brand equity is calculated and enumerate the way it works.
(c) Identify and write in detail about the ways of making a brand strong.
2. (a) Pran RFL is a very popular Bangladeshi brand. Choose at least three different products offered by Pran RFL and assess the extent to which these products/brands are achieving the various benefits of brand equity.
(b) What are the criteria that need to be fulfilled for choosing brand elements?
3. (a) How would you choose to conceptualize the leveraging process for a brand?
(b) Why is it important to have secondary brand associations? How does this impact the brand equity of a brand?

Bangladesh Open University
BBA Program
Semester: 162 (8th Level-Marketing)

Course Title: Brand Management

Due on: 15 September, 2017

1. (a) What is brand value chain? How is it formed? How does it operate?
(b) How are brand tracking processes designed?
(c) How would you establish a brand equity management system?
2. (a) When are brand extensions launched? Why are they necessary? Explain their advantages and disadvantages.
(b) How would you evaluate a brand extension opportunity?
3. (a) As a marketer what would be your decisions for reinforcing a decaying brand?
(b) How can a marketer make adjustments to the brand portfolio?
(c) Define the terms:
 - i. Standardization
 - ii. CustomizationDifferentiate between these.