

**Bangladesh Open University**  
**MBA Program**  
**Semester: 162 (4<sup>th</sup> Level)**

**Course: E-Marketing**

**Due on: October 20, 2017**

**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) Define E- Marketing.  
(b) Explain how E- Marketing differs from traditional marketing.
2. (a) Describe the environment- strategy- performance (ESP) model with figure.  
(b) What is the balanced scoreboard?
3. (a) 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 did Amazon evaluate the situation analysis for diversifying the product lines?  
(b) What do you understand by emerging economies?

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Course: E-Marketing

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

1. (a) Define marketing knowledge management.  
 (b) Is it better to regulate online industry via laws or let industry self-regulate? Support your claim.
2. (a) Differentiate the three main markets of e-business.  
 (b) The e-marketer's goal is to build a strong and defensible on one or more positioning bases that are relevant and important to the consumer and do it better than the competitors- describe the positioning strategies for e-marketers.
3. **Read the following case carefully and answer the questions that follow:**

**Alibaba.com**

The idea of the founder Jack Ma, Alibaba began in 1999 and grew over the next decade to become the world's largest online B2B marketplace and Asia's most popular online auction site. Its numbers are surprising. The \$9 billion company has 43 million registered users (35 million in China and 10.5 million internationally) and hosts more than 5.5 million shop fronts; at any moment, more than 4 million businesses are trading. At Alibaba's heart are two B2B Web sites: 1) alibaba.com, a marketplace for companies around the globe to buy and sell in English, and 2) china.alibaba, a domestic Chinese marketplace. The Chinese powerhouse has a nationalist agenda: to build markets for China's vast number of small and medium-sized businesses. Alibaba enables these businesses to trade with each other and link to global supply chains. To establish customer trust, the company set up TrustPass, in which users pay Alibaba a fee to hire a third party which verifies them. Users must have five peoples' guarantee for them and provide a list of all their certificates/business licenses. Anyone on Alibaba who has done business with a user is encouraged to comment on the firm, in the same way buyers comment on sellers in Amazon.com's or eBay's marketplace. Businesses are even starting to print "TrustPass" on their business cards, a true sign of Alibaba's B2B credibility. Global growth has become a priority. Home pages in Spanish, German, Italian, French, Portuguese, and Russian were launched in 2008 to complement Chinese and U.S. options. After its IPO of \$1.7 billion in 2007 (second only to Google's among Internet firms), Jack Ma says, Alibaba will "create the e-commerce platform for 10 million small enterprises creating 100 million jobs around the world and providing an online retail platform to supply the everyday needs of 1 billion people".

**Questions:**

- (a) What do you understand by brand?
- (b) Describe how Alibaba changes the value of distribution channel functions.

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Course: Marketing for Non-Profit Organizations

Due on: October 20, 2017

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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 ABC 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) Discuss the strategic organizational marketing planning process.  
(b) Define the core marketing Strategy. Explain the campaign marketing planning process.

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**Course: Marketing for Non-Profit Organizations**

**December 15, 2017**

**(Answer all the questions 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) 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?
3. (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.
4. **Read the following case carefully and answer the questions that follow:**

ANNANYA is a non-profit organization where five persons operate the whole organization. The organization runs workshops that have the arrangement to teach the children with disabilities in the rural and sub-urban areas of Dhaka city. The way is not traditional learning methods but the programs enable the children to express their creativity, and ultimately themselves. The program can help for both cognitive and personal development. However, the program outcomes are difficult to monitor since they are based on each child's creativity, confidence or ability.

Recently, the organization needs to generate funds for progress and encourage others. The potential new funders for the program demanded very specific monitoring requirements that relate to getting children into education and ultimately employment. The funders also want to promote their activities and admit new group of children with disabilities.

***Questions:***

1. How does the non-profit organization, ANNANYA accomplish the social goals as well as the goals of the funders?
2. What are the important factors for ANNANYA to establish a brand?
3. How ANNANYA can monitor and control the whole program successfully?

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**Bangladesh Open University**  
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**Semester: 162 (4<sup>th</sup> Level)**

**Course: Integrated Marketing Communication**

**Due on: October 20, 2017**

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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 a theoretical framework? Enumerate the theoretical frameworks of advertising design.  
(b) Message strategies play a vital role in IMC. Name the strategies that are commonly seen to be applied and discuss how they are executed.
  
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**  
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**Course: Integrated Marketing Communication**

**Due on: December 15, 2017**

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

1. (a) What types of positive, image-building programs can be used by companies as part of a public relations program?
- (b) What steps can companies take to prevent or reduce image damage when negative events occur?
- (c) What types of positive, image-building programs can be used by companies as part of a public relations program?
  
2. (a) Which agencies and laws regulate marketing communications?
- (b) What legal remedies can be used to correct deceptive communications practices?
  
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 reiterate 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.

1. Do you think Southwest is missing any other IMC tool? Which one? How can they use it?
2. Is what Southwest doing is ethical? Justify your answer.
3. For any airline in Bangladeshi, can you think they can use such technique? What can they focus on?
4. 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**  
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**Course: Consumer Behavior**

**Due on: October 20, 2017**

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**Questions**

1. (a) Define Consumer Behavior. Consumer Decision making is termed as complex in nature, why? Show your arguments with example.  
(b) Briefly explain different perspective of buyer behavior. Examine the reasons of emergence of consumer behavior field.  
(c) Describe the use of consumer behavior knowledge in solving micro-marketing problems with examples.
2. (a) Describe the role of theory in Consumer Behavior.  
(b) Highlight some insights on Economic Theories.  
(c) Discuss the major economic theories used in consumer study.
3. (a) Summarize different Social Psychological as well as Sociological theories explaining consumer behavior.  
(b) Highlight on the research findings on achievement motivation.  
(c) Shortly explain – “The Role Theory”.

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**Bangladesh Open University**  
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**Course: Consumer Behavior**

**Due on: December 15, 2017**

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

1. (a) Define a consumer behavior model.  
 (b) Explain the methods of model development with epigram.  
 (c) Identify and explain characteristics of culture. Explain the components of culture with examples.
2. (a) What are the different types of subculture?  
 (b) Show how different subcultures affect buying behavior.  
 (c) Explain the concept of socialization. Discuss how different institutions play roles in the socialization process.
3. (a) Explain the concept of classical conditioning using which consumer behavior may be medicinal.  
 (b) Show how retention of advertising messages may be increased and forgetting may be reduced.  
 (c) Define the concept of operant conditioning with examples.
4. **Go through the case and answer the question below the case.**

**Buying a Personal Computer**

We had fretted over the decision for more than a year. My husband and I were reluctant to add this stress to our already harried lives. Sure, nearly all our friends had one and boasted about how rewarding the little darlings were. But we also knew it would demand time we couldn't spare. And it would probably need its own room and special furniture.

Despite our anxieties, we decided it was time to buy our first home computer. Although we both used PCs at work, our technical knowledge didn't go much beyond working the on-off switch. So, armed with advice from friends, Rich and I headed to a nearby mall.

The friendly salesman in the computer department at Dillard's asked what we wanted to do on our PC. "Writing", I replied. He regarded me quizzically. "Writing", I repeated. He stood silent. "Rating?" he finally asked, wrinkling his brow. My Wisconsin accent may sound weird to Texans, but I hadn't figured on miscommunicating so soon.

He seated me in front of IBM's new PS/1, ignoring the bulky \$2300 Magnavox nearby. He popped off the top and babbled about memory, VGA, expansion cards, and disk drives. The talk made me dizzy, but the PC seemed down right friendly. With a few clicks of the mouse, I was creating files. When we figured out what we'd really need, including a printer, the \$1999 price soared by \$600. But the promise of IBM's service and the salesman's enthusiasm were appealing. "I used to be afraid to sell computers", he said, "With IBM, I'm not."

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Before our next outing we figured more homework was in order. Computer catalogs, with their lists of megahertz and I/O ports, proved worthless. One brochure rhapsodized about “disk-caching, ROM shadowing, and LIM 4.0 EMS support in ROM.” Stacks of computer magazines didn’t offer much enlightenment either. Suddenly, the idea of plugging in a cuddly PS/1 seemed good.

Still, we now were confident that we knew our RAM from our ROM. So off we went to Radio Shack. After asking which word processing program we liked, the salesman dismissed Tandy Corp’s new home PC, the 1000 RL. “Your needs rule that out right away”, he said. He suggested a Tandy 1000 TL/2, which we could have for \$1899, with a dot-matrix color printer. But when we added a modern, a 5 1/4-inch disk drive, and a 40-megabyte hard drive, the ticket soared to \$2943.16, including tax.

As with the PS/1, the sales approach for the Tandy PCs emphasized fun and easy software, including programs to balance our budget and plan our meals. With the “stereo system of the month” blaring nearby, I didn’t catch all the details. But a handy chart comparing the Tandy PC to the IBM PS/1 showed that with Tandy we’d save hundreds and have 7000 Radio Shack stores to help us in a crisis.

After Radio Shack, we were beginning to feel like old hands. At dinnertime, Rich and I would debate the merits of the Intel Corp. 80286 chip versus the 80386SX. We scoffed at PCs with less than 1 megabyte of memory.

Our confidence was soon dashed at Mr. Micro. Wandering through the small shop, we attracted little notice until a casually dressed employee approached. He was perplexed when we couldn’t specify a computer brand. “I’m a technician, not a salesman”, he explained. His advice? Buy a Macintosh. He said the Mac would be simpler to operate than IBM-compatible PCs. Maybe, but I couldn’t bear expanding my search to a whole new universe of computers.

By now, we were itching to spend. And what better place than a “computer superstore” that boasted more than 5000 computer-related items? At first sight, Soft Warehouse seemed part chaos, part carnival: Families strolled the store with children and computer gear in tow. A salesman recommended a machine based on the 80286 or 80386SX chip. He pointed us to his “system of the week” - a \$1463.99 IBM clone. With the extras we wanted, the price came to \$1855.

The price sounded good. But one of our magazines had warned against falling for in-house specials. And Rich had doubts about the monitor’s sharpness. Finally, we took the easy way out. A friend in the computer business put together an Acer Technologies 80386SX system for us. He’s even loading the software. Now if only he sold computer furniture.

### ***Questions***

1. Describe the consumer decision process stages identified in this scenario.
2. What research issues for computer marketers are suggested by this case?

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Semester 162 (4<sup>th</sup> Level)

Course: Business Research Methods

Due on: October 20, 2017

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**Questions**

1. (a) What is research? Why should there be any question about the definition of research?  
(b) Describe the characteristics of the scientific methods.
2. (a) What is the difference between data, information, and intelligence?  
(b) What are the characteristics of useful information?  
(c) What is the key question distinguishing relevant data from irrelevant data?
3. A business school at a particular university has 25 full-time faculty. The following table shows the number of faculty grouped by years of teaching experience.

Years of Teaching Experience	Number of Faculty
5 to under 10	11
10 to under 15	7
15 to under 20	5
20 to under 25	2

What is the approximate standard deviation for years of teaching experience for this population?

4. Distinguish among the following sets of items and suggest the significance of each in a research context:
  - (a) Descriptive and Causal
  - (b) Concepts and Construct
  - (c) Concept and variable
  - (d) Hypothesis and proposition
  - (e) Theory and model.

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5. Steve Taylor is the owner of Home Plus, which is a chain of home improvement stores. He would like to investigate the relationship between month advertising and monthly sales. The table below shows the amount spent on advertising, in millions of dollars, over several months along with the corresponding sales, also in millions of dollars.

<b>Month</b>	<b>Advertising (Tk. millions)</b>	<b>Sales (Tk. millions)</b>
1	3	11
2	3	13
3	4	12
4	5	21
5	1	7

- (a) Use the Home Plus data to determine the correlation coefficient for this data and interpret its meaning.
- (b) Use the Home Plus data to perform a hypothesis test to determine if the population correlation coefficient is different than zero using  $\alpha = 0.05$ .

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## Bangladesh Open University MBA Program Semester 162 (4<sup>th</sup> Level)

Course: MBA: Business Research Methods

Due on: December 15, 2017

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

1. (a) Distinguish among response error, interview error and non-response error.  
(b) Under what kind of conditions would you recommend:
  - (i) A probability sample? A non-probability sample?
  - (ii) A simple random sample? A cluster sample? A stratified sample?
  - (iii) Using the finite population adjustment factor?
2. Discuss the relative merits and problems with:
  - (a) Rating versus ranking scales.
  - (b) Likert versus differential scales.
3. You conduct a survey of a sample of 25 members of this year's graduating class and find that their average GPA is 3.2. The standard deviation of the sample is 0.4. Over the last 10 years, the average has been 3.0.

Is this year's class significantly different from the long run average? At what alpha level would it be significant?

4. A professor would like to test the hypothesis that the average grade for a student taking a 10 AM statistics class averages five points higher than the average grade from a student in an 8 AM statistics class. The following data shows the sample size and average grades for students in the two class times along with the population standard deviations.

	10 AM	8 AM
Sample mean	87.1	81.4
Sample size	32	30
Population standard deviation	3.4	3.2

Define Population 1 is defined as the 10 AM class and Population 2 the 8 AM class. Construct an 80% confidence interval for the difference in population mean and interpret

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the results.

5. You are curious about whether the Professors and students at your school are of different political persuasions. So you take a sample of 20 professors and 20 students drawn randomly from each population. You find that 10 professors say that they are conservative while 6 students claim that they are conservative.

Is this a statistically significant difference?

6. Gartner, Inc. reported that the market share for Smartphones is as follows:

<b>Smartphone</b>	<b>Market Share</b>
Android	56%
Apple	23%
Nokia	9%
BlackBerry	7%
Other	5%

To test the validity of Gartner's report, a random sample of smartphone users was collected with the following results.

<b>Smartphone</b>	<b>Frequency</b>
Android	62
Apple	25
Nokia	12
BlackBerry	12
Other	9

Using  $\alpha = 0.05$ , what conclusions can be made about Gartner's report?

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