Assignment # 1 | স্কুল অব বিজনেস | **MGC 1304/MGF 1004**

Bangladesh Open University

PGDM Program

Semester: 171 (1st Level)

‡Kvm: evRviRvZKiY bxwZ (Principles of Marketing) *Rgv`v‡bi †kl ZwiL : wW‡m¤i 29, 2017*

(*G¨vmvBb‡g›U -Gi DËimgn-* **A4** *mv`v KvM‡R wk¶v_xi wbR n‡¯ †jLv Avek¨K***)**

1| (K) ÒevRv‡ii Afve, c‡qvRb I Pvwn`v ci‡bi j‡ÿ¨ †h Kvhvejx cwiPvwjZ nq, Zv‡`i mgwóB evRviRvZKiYÓ| GB evK¨wUi Ašf³ g‡j- avi Yv¸‡jv D`vniYmn e¨vL¨v Ki‡b|

(L) evRvi I evRviRvZKi‡Yi g‡a¨ cv_K¨ Av‡jvPbv Ki‡b|

2| (K) evRviRvZKiY wgkY ej‡Z Kx †evSvq? evRviRvZKiY wgk‡Yi Dcv`vb¸‡jv ms‡ÿ‡c Av‡jvPbv Ki‡b|

(L) evRviRvZKiY cwi‡e‡ki Dcv`vb¸‡jv Kx? Avgv‡`i RbmsL¨vMZ cwi‡ek Avgv‡`i †`‡ki evRviZvKiY KgKvÛ‡K KZUv cfveZ K‡i? e¨vL¨v Ki‡b|

3| (K) evRvi ej‡Z Kx eSvq?

(L) evRv‡ii †kYxwefvM D`vnibmn Av‡jvPbv Ki‡b|

(M) ‡fv³vi wm×vš MnY cwµqv Av‡jvPbv Ki‡b|

ENGLISH VERSION

Due on: December 29, 2017

(***Assignment script is to be presented in the student's own handwriting and A4 size white paper***)

1. (a) "Marketing is a set of activities designed to meet the needs, wants and demands of a market." Explain the key concepts stated in this statement with example.
   (b) Discuss the difference between market and marketing.

2. (a) What is meant by marketing mix? Briefly explain the elements of marketing mix.
   (b) What are the elements of marketing environment? How much the marketing activities of our country are affected by our demographic environment? Explain.

3. (a) What is meant by market?
   (b) Discuss the classification of market with example.
   (c) Discuss the stages of consumer decision process.

Note: Submit your assignment to the Coordinator of the Study Center you are attached with.

Assignment # 2 | স্কুল অব বিজনেস | **MGC 1304/MGF 1004**

Bangladesh Open University

PGDM Program

Semester: 171 (1st Level)

‡Kvm: evRviRvZKiY bxwZ (Principles of Marketing) Rgv`v‡bi †kl ZwiL : Rvbyqvwi 26, 2018

(G¨vmvBb‡g›U -Gi DËimgn- A4 mv`v KvM‡R wk¶v_xi wbR n‡¯ †jLv Avek¨K)

1| (K) c‡Y¨i Rxeb-Pµ ej‡Z wK †evSvq? c‡Y¨i Rxeb-P‡µi wewfb chv‡qi evRviRvZ Ki‡Yi †KŠkjmgn- Av‡jvPbv Ki‡b|

(L) c‡Y¨i †kYxwefvMmgn- D`vniYmn Av‡jvPbv Ki‡b|

2| (K) e¨wÛs Gi msÁv w`b|

(L) we‡µZv I †µZvi wbKU e¨wÛs Gi ¸i‡Z Av‡jvPbv Ki‡b|

(M) cwgZKiY I chwqZKi‡Yi g‡a¨ cv_K¨ wbYq Ki‡b|

3| (K) cY¨ g‡j¨ wbavi‡Yi Dcv`vbmgn- eYbv Ki‡b|

(L) cY¨g‡j¨ wbai‡Yi wewfb c×wZmgn- Kx Kx? e¨vL¨v Ki‡b|

ENGLISH VERSION

Due on: January 26, 2018

(***Assignment script is to be presented in the student's own handwriting and A4 size white paper***)

1. (a) What is meant by product life-cycle? Narrate the marketing strategies of different stages of a product life-cycle.
   (b) Discuss the classification of product with example.

2. (a) Define branding.
   (b) Discuss the importance of branding to buyers and sellers.
   (c) Differentiate between standardization and grading.

3. (a) Explain the factors of determining price.
   (b) What are the different methods of pricing? Explain.

Note: Submit your assignment to the Coordinator of the Study Center you are attached with.