

**CITY UNIVERSITY**  
Department of Business Administration  
Program – BBA, Semester- Summer 2021  
MIDTERM EXAMINATION  
Course Code: MKT 301 Course Title: Marketing Management

Time: 1 Hour

Mark: 30 Points

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1. Define with *Examples*, [2x5=10]
- a) Straight Rebuy
  - b) Mega-Trend
  - c) Sub-Culture
  - d) Opinion Leader
  - e) Dissociative Groups
2. **Case Study:** [5x2=10]
- Suppose you join as a marketing head for the “A&M Ice-cream” company, and your company has 50 types of ice cream category. However, because of this COVID-19 situation, your sales decrease by 70% compared to last year. Now, your boss wants you to do something to reduce the loss by cost-cutting and increase the sale.
- a) Now, how are you going to cut the cost as a Head of Marketing to reduce the loss? [5]
  - b) As a marketer, which marketing methods will you use to increase the sale? [5]
3. **Answer any TWO questions from the following:** [5x2=10]
- a) Explain, with an example, why “Marketing Information System-(MIS) is essential for any business? [5]
  - b) Express your opinion with the example of why the business world is focusing more on “Digital Marketing” rather than Traditional “Marketing”? [5]
  - c) Explain, in this Covid-19 situation, what kind of marketing is more effective for any consumer products and services? [5]

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**Instruction:**

- a) Write on the A4 white page with a black ink pen.
  - I. Cover page: Exam: Midterm/Final, Course Code, Name, ID, Mobile Number, Semester
  - II. Each page with a page number. (Like: P-1, P-2, P-3)
- b) Scan or take pictures and convert to PDF, Rename file (Name & ID) and submit it through google classroom.
- c) If anything goes wrong, take my permission to email:
  - I. [akm.cityuniversity@gmail.com](mailto:akm.cityuniversity@gmail.com)
  - II. Email Subject: Course Code, Name & ID