

Live MCQ™

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Syllabus Analysis (2025 Marketing Subject)

The **official syllabus** for Marketing (Education cadre) is divided into **Part I and Part II**, each carrying 50 marks.

- Part I covers fundamental concepts and marketing mix topics, while
- Part II covers strategic, advanced areas.

Below is a breakdown:

Part I (Fundamentals of Marketing – 50 marks):

- **Introduction:** Definition of Marketing, core marketing concepts (needs, value, exchange, etc.), and **marketing management orientations** (Production, Product, Selling, Marketing, Customer, Societal concepts). The application of these concepts in Bangladesh is also included. (**This means you must know the AMA definition of marketing and the key philosophies guiding marketing – expect definitions and examples.**)
- **Marketing Environment:** Scanning the environment
 - ✓ **Microenvironment** actors (company, suppliers, intermediaries, customers, competitors, publics) and
 - ✓ **Macroenvironment** forces (Demographic, Economic, Natural, Technological, Political-Legal, Socio-Cultural).
 - **(Understand each factor and how trends affect marketing, e.g., a question might ask which factor an example scenario belongs to.)*
- **Segmentation, Targeting, Positioning (STP):** Definition of market segmentation, levels of segmentation, criteria for effective segmentation, and bases for segmenting consumer vs. business markets. How to evaluate and select target segments, and **positioning strategies** for competitive advantage (choosing a positioning and communicating it).
 - **(STP is core to marketing strategy – know types of segmentation (geographic, demographic, psychographic, behavioral), targeting strategies (undifferentiated, concentrated, etc.), and positioning approaches.)*
- **Product, Services, and Branding:** Product definition and levels (core, actual, augmented), product classifications (consumer vs. industrial goods), product mix.
 - ✓ **Product Life Cycle (PLC)** stages and strategies at each stage. Services marketing (characteristics of services and strategies for service firms).
 - ✓ **Branding basics:** definition, brand name decisions, and brand strategy options (line extension, brand extension, multi-brand, new brand).

- ✓ **(Expect MCQs on PLC stage features or identifying examples of brand extensions vs line extensions.)*
- **Pricing Approaches and Strategies:** What is price and what factors to consider when setting prices; **pricing approaches** (cost-based, value-based, competition-based).
 - ✓ **Pricing strategies**, including **new-product pricing** (skimming vs. penetration), **product mix pricing** (product line pricing, optional product, captive product, by-product, bundle pricing), **price adjustment strategies** (discounts, segmented pricing, psychological pricing, promotional pricing, geographic pricing, dynamic pricing), and how to initiate/respond to price changes.
 - **(Be clear on definitions: e.g. penetration vs skimming pricing. They often test strategy identification from scenarios, like a question describing a company setting a low initial price to gain market share, which is penetration pricing.)*
- **Promotional Tools – Advertising, Sales Promotion, Public Relations:**
 - ✓ Advertising (definition, objectives like inform/persuade/remind, setting budget methods, crafting message & media strategy, evaluating effectiveness).
 - ✓ Sales Promotion (definition, objectives, primary tools such as coupons, contests, discounts, etc., and how programs are developed).
 - ✓ Public Relations (definition, roles, and primary PR tools like press releases, events, and sponsorships).
 - **(Know the differences: e.g., an MCQ may ask which tool is paid, non-personal communication (Advertising) vs. which is unpaid media coverage* (PR).)**
- **Marketing Channels and Supply Chain Management:** Understanding the supply chain and value delivery network; the importance of marketing channels; channel behavior & organization types
 - ✓ **Vertical Marketing Systems (VMS)**, Horizontal systems, Multi-channel distribution systems.
 - ✓ Channel management decisions: selecting, managing, motivating, and evaluating channel members.
 - ✓ **(Important: Many questions come from channels – e.g., definitions of wholesaler vs retailer, what is a franchise system (a type of VMS), etc. Familiarize yourself with channel structures and functions.)*
- **Marketing in Bangladesh: Local context** – problems and prospects of marketing consumer products in Bangladesh, and the roles of key institutions:
 - ✓ **BSTI** (Bangladesh Standards & Testing Institution – sets product standards),

- ✓ **EPB** (Export Promotion Bureau),
- ✓ **EPZ** (Export Processing Zones), and
- ✓ **Stock Exchange**, in facilitating marketing in Bangladesh.
- *(At least one question may test this local knowledge, e.g., “Which institution certifies product quality standards in Bangladesh?” Answer: BSTI.)**

Part II (Strategic & Advanced Topics – 50 marks):

- **Integrated Marketing Communications (IMC):** The communication process and steps in developing effective communication – identifying the target audience, determining communication objectives, designing the message, selecting channels, establishing a budget, deciding on the promotion mix, and measuring results. Managing the **integrated marketing communications** process to ensure consistency across tools.
 - **(Understand the steps and tools; e.g., MCQs might ask to put communication planning steps in order or identify an example of a communication objective. A common question format is matching each step to its description.)*
- **Personal Selling and Direct Marketing:** Personal Selling – definition, the
 - ✓ **steps of the selling process** (prospecting, pre-approach, approach, presentation, handling objections, closing, follow-up), and the importance of customer relationship management in selling.

Direct Marketing – definition, the growth and benefits of direct marketing, and forms of direct marketing (catalog marketing, telemarketing, e-commerce, online marketing, etc.).

 - **(These topics are straightforward; know the sequence of a sales call and examples of direct marketing tools. One question might ask, “Which promotional approach involves two-way, personal communication with customers?” – Answer: Personal selling.)*
- **Company and Marketing Strategy:** Basics of strategic planning – defining a **market-oriented mission**, setting company objectives and goals, designing the business portfolio (e.g., understanding tools like the BCG Matrix conceptually), and how marketing plans partner with other departments to build customer relationships. The marketing process (analysis, planning, implementation, control) involves managing the marketing effort.
 - **(Expect conceptual questions like the purpose of a mission statement or elements of a marketing plan. E.g., knowing that a mission should be market-oriented, not product-oriented.)*

- **Creating Competitive Advantage: Competitor analysis** – identifying competitors, assessing their objectives/strategies/strengths, selecting which competitors to attack or avoid, and designing a basic **competitive intelligence system**.
 - ✓ **Competitive strategies** – approaches to marketing strategy (entrepreneurial, formulated, etc.), and specific strategies for market leaders, challengers, followers, and nichers.
 - **(Know Porter's basic strategies – cost leadership, differentiation, focus – and strategies like how a market leader defends position vs. a challenger attacks. A likely question: match a scenario to whether it's a leader, challenger, or niche strategy.)*
- **Developing New Market Offerings (New Product Development):** The challenges in new-product development and how firms organize for it (e.g., venture teams, R&D labs).
 - ✓ The **NPD process steps** include idea generation, idea screening, concept development & testing, marketing strategy development, business analysis, product development, test marketing, and commercialization.
 - ✓ Also, the **consumer adoption process** for new products (stages: awareness, interest, evaluation, trial, adoption; factors influencing adoption such as relative advantage, compatibility, complexity, etc.).
 - *(Be prepared for questions like “Which stage of the product life cycle or adoption process is described in an example?” E.g., “Finding new uses for a product is a strategy in which PLC stage?” – Answer: Maturity.)**
- **Designing Global Market Offerings (Global Marketing):** Deciding whether to go international, evaluating which markets to enter (how to assess and how many, considering trade blocs like free trade zones), deciding how to enter (modes: **exporting** – indirect vs direct, **licensing**, **joint ventures**, **direct investment**).
 - ✓ **Planning the global marketing program** – to what extent to standardize or adapt product, promotion, price, and distribution in foreign markets. Understanding the internationalization process and the global marketing environment.
 - ✓ (Key points: know definitions of entry modes and relative risk/commitment of each. A typical question: “Company X partners with a local firm to share risks & resources in a foreign market – which entry mode is this?” – Answer: Joint Venture.)*
- **Managing Retailing, Wholesaling, and Market Logistics:**
 - ✓ **Retailing** – types of retailers (specialty store, department store, supermarket, convenience store, e-commerce, etc.) and key retail decisions (product assortment, pricing, promotion, location).

- ✓ **Wholesaling** – types of wholesalers (merchant wholesalers, brokers and agents, etc.) and wholesaler marketing decisions (what services to offer, pricing, etc.).
- ✓ **Market logistics** – objectives of distribution logistics and major decisions (transportation, warehousing, inventory management, order processing).
- (This section introduces many terminology-based questions. For example, “*Which type of retailer carries a narrow product line with a deep assortment?*” – Answer: Specialty store. Or
- **“Which type of wholesaler does not take title to goods?” – Answer: Broker/Agent. Be sure to grasp these definitions.*)

Takeaway: The syllabus is **comprehensive**, covering the principles of marketing and their practical applications. Ensure you are familiar with all terms in the syllabus outline above – many MCQs will directly test these definitions or ask you to apply them in short scenarios. Use the syllabus as a checklist when studying.

Important Topics by Chapter – Priority Rating

Not all topics are equally emphasized in exams. Below is a prioritized list of topics *by syllabus chapter*, rated with stars (★★★ = Must Study, ★★ = High Importance, ★ = Moderate Relevance) to help focus your preparation:

- **★★★ Introduction (Marketing Concepts & Orientations):** *Must study.*
Fundamental definitions (e.g., AMA definition of marketing) and the five orientations are frequently tested.
 - ✓ Expect one or two basic MCQs on core concepts or identifying an orientation from an example (e.g., a firm focusing solely on production efficiency reflects the Production concept). These basics set the tone for all other topics.
- **★★ Marketing Environment (Micro & Macro Factors):** *High importance.* Understanding macro-environment categories (PESTEL factors) and micro-actors is important, although it typically involves only 1-2 questions.
 - ✓ You might be asked to identify which environmental factor a certain trend belongs to (e.g., a question on a law affecting marketing relates to the Political-Legal environment).
 - ✓ Also, be aware of Bangladesh-specific factors (e.g., the role of BSTI is a Political-Legal factor that enforces standards).
- **★★★ Segmentation, Targeting, Positioning (STP):** *Must study.*
 - ✓ This is central to marketing strategy, as it allows multiple questions to arise from the STP.

- ✓ Be clear on the segmentation bases (e.g., geographic, demographic), the criteria for effective segmentation, and the targeting strategies.
- ✓ Positioning is often tested with examples (identifying a value proposition or competitive advantage scenario).
- **Tip:** Memorize that effective segments should be *measurable, accessible, substantial, differentiable, and actionable* – exam questions may indirectly hint at these criteria. STP concepts form the foundation for understanding later topics like marketing strategy.
- **★★★ Product & Branding (including PLC): Must study.**
A broad, high-yield area – likely several questions. Know the product level hierarchy, product classifications (convenience vs specialty goods, etc.), and especially the **Product Life Cycle** stages.
 - ✓ MCQs often ask about PLC – e.g., characteristics of maturity vs. growth stage. Branding strategies (line vs. brand extension) are also a favorite question material.
 - For instance, “*Launching a new brand name in a new product category is which brand strategy?*”
 - New Brand (as opposed to brand extension). Ensure you can distinguish those strategic options.
- **★★★ Pricing Strategies: Must study.**
Pricing is another area with many subtopics that can be queried. Be sure to understand the differences between skimming and penetration pricing for new products (a common question), as well as terms like psychological pricing (e.g., \$9.99 charm pricing), segmented pricing (different prices for different segments of the same product), and what to do if a competitor changes its price. For example, a typical question might give a scenario:
 - ✓ “*A company sets a high initial price for a new tech gadget to ‘skim’ revenue from segments willing to pay more. What strategy is this?*” – Price Skimming. Also, understand how companies respond to price wars or cost changes (e.g., maintaining price vs. adjusting quantity). This area often tests conceptual understanding through short scenarios.
- **★★ Promotion Mix (Advertising, Sales Promo, PR): High importance.**
Advertising and sales promotion concepts are commonly tested with 1-2 questions.
 - ✓ Be clear on the **unique goal of each tool** – e.g., Advertising builds a long-term brand image, Sales promotion triggers an immediate purchase, and PR builds goodwill.

- ✓ Know examples of each (e.g., “buy-one-get-one” is a sales promotion tool). Also, be familiar with ad budgeting methods (affordable method, percentage-of-sales, competitive parity, and objective-and-task). One classic MCQ involves identifying which budgeting approach is being used based on a description.
- ✓ While important, these may not carry as many questions as product or pricing, but they are easier to score if you memorize definitions.
- **★★★ Distribution Channels & Supply Chain: *Must study.***

Distribution often yields multiple questions due to many concepts (channel levels, types of intermediaries, channel conflict, VMS, etc.).

- ✓ You should be familiar with what a Vertical Marketing System is, including its various types (such as corporate, contractual/franchise, and administered), as well as what a multi-channel distribution system is and the functions of channel members.
- ✓ Expect questions like identifying a channel format from an example (e.g., a franchise system is a contractual VMS).
- ✓ Additionally, logistics decisions (such as transport and inventory) may be addressed in scenario-based questions (for example, a question about frequent stockouts in some stores might relate to poor inventory management).

Retail and Wholesale topics under distribution are also testable: know the types of retailers (such as specialty stores, department stores, etc.) and wholesalers. Questions may ask for definitions

- (e.g., “What is a drop shipper?”). Given the breadth, allocate ample study here – it’s a high-yield area.
- **★ ★ Marketing in Bangladesh (Institutions & Issues): *Moderate relevance.*** Typically, 1 question comes from this localized section.
 - ✓ Be aware of what BSTI, EPB, EPZ, etc., stand for and their basic roles in marketing. For example, BSTI certifies product quality standards in Bangladesh (ensuring products meet certain criteria before they can be marketed).
 - ✓ Also, understand any unique challenges in Bangladeshi marketing (e.g., infrastructure, consumer attitudes) as these could form a question or be used in examples.
 - ✓ While necessary, once you’ve memorized the roles of the institutions and one or two current marketing issues (like the rise of digital marketing in Bangladesh), this area doesn’t require deep study beyond that.
- **★★ Integrated Marketing Communications (IMC): *High importance.***
 - ✓ IMC ties together promotion concepts; it focuses on the steps of developing effective communications and the idea of consistent messaging.

- ✓ A possible question might list steps of the communication development process and ask you to identify a particular step or the correct sequence.
- ✓ Also, understand what a **“promotion mix”** means (the blend of advertising, PR, sales promotion, personal selling, and direct marketing) and the factors affecting it. Since this is conceptual, ensure you can differentiate objectives (inform, persuade, remind) and know why integration is important (consistency of message across channels).
- ✓ One could be asked, for example, *“What is the advantage of an integrated marketing communications approach?”* – Consistent and clear messaging across all channels.
- ★ **Personal Selling & Direct Marketing: Moderate relevance.**
 - ✓ Usually straightforward questions, if any – e.g., asking to identify which stage of the personal selling process an example represents (“closing,” “prospecting,” etc.), or
 - ✓ a basic question on forms of direct marketing (catalogs, telemarketing, online marketing).
 - ✓ Make sure you know the 7 steps of the sales process in order.
 - ✓ Direct marketing questions might test understanding of what qualifies as direct marketing (e.g., *“Which of the following is an example of direct marketing: a) TV ad, b) personal selling, c) telemarketing call, d) press release?”* Correct: telemarketing call.

These topics generally have a low question count (perhaps only 1 combined), so focus on the basics, but avoid spending excessive time on details beyond the main points.

- ★★★ **Company Strategy & Marketing Planning: Must Read.**
Expect one conceptual question, if any, on strategic planning. For example, knowing what a mission statement is, or what a business portfolio is (and possibly a simple question on **BCG matrix** categories, since it’s a classic framework in marketing strategy). Also, understand that marketing strategy involves segmentation, targeting, positioning (which links back to STP), and the **marketing mix** (4Ps). The syllabus points here are foundational but not heavily tested beyond definitional knowledge.
- ★★★ **Competitive Advantage & Strategies: High importance.**
Questions on competitive strategies are common in marketing exams.
 - ✓ Be sure you know **Porter’s generic strategy** (even if not explicitly named in the syllabus, the idea of cost leadership vs. differentiation vs. focus underlies a lot of competitive strategy discussions) and the differences between the strategies of market leaders, challengers, followers, and nichers.

- ✓ For instance, an MCQ might describe a company aggressively cutting prices to gain market share and ask what role/strategy that represents (likely a market challenger strategy).
- ✓ Or ask which strategy is suitable for a niche player with limited resources (focus on a specialized segment). Also, be comfortable with what a competitor analysis entails (identifying and assessing competitors). This topic connects with the strategy chapter – so ensure you can apply the concepts.
- **★★ New Product Development & Consumer Adoption: *High importance.***
 - ✓ New Product Development (NPD) process steps are very prone to exam questions – you might get a question asking which stage (idea screening, test marketing, etc.) comes next in a sequence, or which stage is described in a scenario.
 - ✓ The **Consumer Adoption Process** is also important; know the five adopter categories (innovators, early adopters, early majority, late majority, laggards) and factors affecting adoption (relative advantage, compatibility, complexity, divisibility, communicability).
 - ✓ A question could present a reason for slow adoption of a product (e.g., “Consumers don’t understand how to use the new device”) and ask which factor corresponds to (in this case, Complexity).
 - ✓ Product Life Cycle (PLC) is technically part of the product topic, but related to NPD – ensure you know strategies for each PLC stage as well (e.g., product improvements in maturity, or heavy promotion in introduction).
- **★ Global Marketing: *Moderate relevance.***
 - ✓ Typically, 1 question on global entry strategies or standardization vs adaptation.
 - ✓ Make sure you know the definitions and risk/commitment hierarchy of entry modes: exporting (least risk), licensing, joint venture, and direct investment (most commitment).
- They might also ask something like
“Which element of the marketing mix usually requires the most adaptation for international markets?” (Often **Promotion** – due to cultural differences, though product can too).
 - ✓ Understanding the concept of trade blocs (like free trade zones) and basic global marketing considerations (tariffs, cultural differences) is useful, but detailed international economics is beyond the scope. Focus on the high-level concepts in the syllabus.
- **★ Retailing, Wholesaling, Logistics: *Moderate relevance.***

These are detailed but likely yield a couple of direct questions. As mentioned, memorize the types of retailers (and provide an example of each), the types of wholesalers, and the key logistics functions.

- Sample question: “*Supermarkets, convenience stores, and department stores are all types of what?*” (Retailers – specifically know each definition).
- Or a scenario where a company’s distribution issue (like stockouts) is described, and you must identify it as an inventory management problem.
- Since this section comes last, don’t overlook it in your study – questions here are usually definition-based, which can be quick points if you know them.

*****Note:** Topics marked as ★★ should get your maximum attention – ensure you can answer any basic or applied question on those. ★★ topics are very likely to appear as well, so cover them thoroughly. ★ topics are still on the syllabus – at least one question may come from each – so do cover them, but proportionally less time can be spent compared to the big areas.

Do not skip any syllabus topic entirely, since BCS exams tend to sample a broad range of the syllabus. Use the star ratings to prioritize depth of study. For example, you might revisit ★★ areas multiple times and practice many questions on them, whereas ★ areas you might review once and memorize key points.

Recommended Study Resources

Leverage the following **resources (from the provided materials)** to study each topic effectively. These have been curated to align with the syllabus:

- **Official Syllabus (2025 Marketing Subject Syllabus):** Start here to **identify the scope** of topics. The syllabus outline (as analyzed above) is essentially your checklist. Keep it at hand to track topics as you study. It ensures you don’t stray beyond what’s needed for the exam. (*The syllabus document lists every topic that can be tested; use it to verify that you’ve covered each item.*)
- **BCS Marketing Lecture Scripts (49th BCS Preliminary MCQ):** A series of 10 lecture notes tailored explicitly to the BCS marketing syllabus. These are **highly recommended as your primary study notes.**
- **Principles of Marketing by Philip Kotler** (14th Edition or any latest edition)
- **PowerPoint Slides for easy revision.**

Topic-based precise discussion

Part I: Marketing Fundamentals (পাঠ্যসূচি অংশ)

1. Introduction to Marketing & Core Concepts (সংজ্ঞা ও মূল ধারণা)

Key Points (মূল বিষয়সমূহ):

- **Definition of Marketing:** Know the formal definition. For example, “Marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return.”. In Bangla, “মার্কেটিং হল সেই প্রক্রিয়া যার মাধ্যমে প্রতিষ্ঠানগুলো গ্রাহকদের জন্য মূল্য সৃষ্টি করে এবং শক্তিশালী সম্পর্ক গড়ে তুলে গ্রাহকদের থেকে প্রতিদানে মূল্য অর্জন করে।”
- **Core Concepts:** Be clear on Needs (প্রয়োজন), Wants (চাহিদা), and Demands (দাবী). Needs are basic human requirements; wants are needs shaped by culture/personality (e.g., wanting biryani when hungry); demands are wants backed by purchasing power. উদাহরণ: Hunger is a need, craving biryani is a want, and being able to buy biryani makes it a demand.
- **Value and Satisfaction:** Customers choose products that offer value – the best mix of benefits for their costs. Customer satisfaction (গ্রাহক সন্তুষ্টি) depends on a product’s perceived performance vs. expectations. High satisfaction leads to loyalty.
- **Exchange & Relationships** (বিনিময় ও সম্পর্ক): Marketing occurs through exchange processes – obtaining something by offering something in return (e.g., money for goods). Building profitable customer relationships is central to marketing.
- **Markets:** A market (বাজার) is the set of actual and potential buyers of a product. Understanding the market (customers, needs, buying behavior) is crucial.

Details and Examples:

Marketing is fundamentally about creating value and satisfying customer needs better than competitors. The American Marketing Association (AMA) defines marketing as the process of creating, communicating, delivering, and exchanging offerings that have value for customers, partners, and society. A classic example is a telecom company offering various call/data packages to meet different customer needs – they create value (convenient communication) and, in return, capture value (subscription revenue).

Five core concepts form the basis of marketing:

- **Needs:** Basic necessities (e.g., food, shelter). মানসিক বা শারীরিক মৌলিক প্রয়োজন।
- **Wants:** Specific products desired to satisfy needs, shaped by culture and individual taste. উদাহরণ: একজন ব্যক্তি ক্ষুধার সময় ভাতের বদলে পিৎজা চাইছে – এটি তার want।
- **Demand:** Wants backed by the ability to pay. অর্থনৈতিক সামর্থ্যসহ চাহিদা। For instance, many people want a BMW car, but only those with sufficient money have a demand for BMW (চাহিদা অর্থসহ পূরণযোগ্য).
- **Value and Satisfaction:** Customers decide based on who offers the most value. Value = Benefits – Costs. If performance < expectations, the customer is dissatisfied; if performance $\geq$ expectations, the customer is satisfied or delighted. Companies aim to delight customers to build loyalty.
- **Exchange:** Marketing happens when people exchange something of value. Exchange (বিনিময়) is obtaining a desired object by offering something in return (প্রতিদানে কিছু দিয়ে কাক্ষিত বস্তু লাভ করা). For example, a customer

exchanges money for a product; in a broader sense, a voter “exchanges” votes for promises. Successful marketing manages exchanges to foster relationships, repeat transactions, and loyalty over time.

****Marketing Myopia** (মার্কেটিং ক্ষীণদৃষ্টি): A warning concept – focusing only on existing products/company needs rather than customer needs. For instance, a fan manufacturer keeps improving traditional fans but ignores the trend toward smart fans – this is marketing myopia (গ্রাহকের চাহিদা উপেক্ষা করে পণ্যের দিকেই অতিরিক্ত মনোযোগ). Always remember to define your business by customer needs, not just by products (e.g., “we provide transportation,” not “we sell cars”).

Marketing Management Orientations: Five orientations guide how companies approach the marketplace – know their philosophy and differences:

- **Production Concept** (উৎপাদন ধারণা): Focus on efficient production & distribution – consumers favor affordable, available products.

- Example: Early Walton electronics in Bangladesh focused on mass production of TVs/fridges to lower costs (উৎপাদনে দক্ষতা ও ব্যাপক বিতরণে জোর). **Risk:** can lead to myopia by ignoring quality or failing to adapt to changing needs.

- **Product Concept:** Focus on product quality and innovation – consumers favor the best quality/features.

- Example: ACI Pharmaceuticals emphasizes high-quality formulations, assuming superior products sell themselves. **Risk:** might ignore the need for marketing or simple, affordable solutions.

- **Selling Concept:** Focus on aggressive selling & promotion – consumers won’t buy enough without a heavy push. Applicable for unsought goods (life insurance, blood donation) or overcapacity.

- Example: A private university hiring a big sales team to recruit students regardless of fit (টিকে থাকতে আক্রমণাত্মক বিক্রয় কৌশল). **Risk:** Transactions instead of relationships; customer satisfaction may be compromised.

- **Marketing Concept:** Achieve goals by understanding and satisfying target customer needs better than competitors – an outside-in approach. “Find the right products for your customers, not the right customers for your product.”

- Example: Grameenphone (GP) researches different customer segments (rural, youth, corporate) and offers tailored packages to meet each group’s needs. This concept is customer-centric (গ্রাহককেন্দ্রিক) and usually the most sustainable.

- **Societal Marketing Concept** (সমাজমুখী বিপণন): Extend the marketing concept by balancing company profits, customer satisfaction, and societal well-being. It asks: Is this ultimately beneficial for society?

- Example: Lifebuoy soap’s campaign promoting handwashing – the company sells soap (profit) by satisfying customer need for hygiene (customer value) and also improves public health

(societal good). Companies like Unilever embrace societal marketing, ensuring products are environmentally and socially responsible.

In summary, marketing begins with understanding human needs and wants, and culminates in customer satisfaction and value capture. A strong grasp of these core concepts is essential for any BCS marketing question on fundamentals. **Expect one-liner questions like** “Which philosophy focuses on inside-out selling rather than customer needs?” (Answer: Selling concept) or “Which concept balances company, customer, and societal interests?” (Answer: Societal marketing concept). Always tie your answers to these basic principles of creating and exchanging value.

2. Marketing Environment Analysis (মার্কেটিং পরিবেশ বিশ্লেষণ)

- Key Points:

- Microenvironment (সংক্ষিপ্ত পরিবেশ): Actors close to the company that directly affect its ability to serve customers – e.g., the company’s internal departments, suppliers, marketing intermediaries, customers, competitors, and publics. These are mostly controllable or directly engageable.
- Macroenvironment (ব্যাপক পরিবেশ): Broader societal forces that affect the microenvironment – **PESTEL** factors: Political, Economic, Social/Cultural, Technological, Environmental, Legal factors. These are generally uncontrollable trends (অনিয়ন্ত্রণীয় বৃহত্তর শক্তি) that companies must monitor and adapt to.
- **Importance**: Understanding the environment helps identify opportunities (সুযোগ) and threats (হুমকি) for SWOT analysis. For example, a new technology (tech factor) might be an opportunity for new products, while a change in law (legal factor) could pose a threat.

****Bangladesh Context**: Familiarize yourself with local factors – e.g., regulatory bodies (BSTI standards, Consumer Rights Protection law), economic trends (rising middle class, GDP growth of ~7% pre-pandemic), social trends (urbanization, digital adoption), etc. **** Local marketing** must navigate infrastructure challenges, cultural nuances, and policy changes.

Details:

The marketing environment comprises forces outside marketing that influence marketing management’s ability to establish successful relationships with target customers. It has two parts:

- **Microenvironment:**

- The Company (প্রতিষ্ঠানের অভ্যন্তরীণ): Internal environment – all departments (management, finance, operations, HR, R&D) must work in harmony with marketing. Example: If production at PRAN can’t meet high demand, marketing must adjust promotions. BCS exams might ask which internal factors influence marketing – answer: cross-department coordination (value chain concept).
- ✚ Suppliers (সরবরাহকারী): They provide input. Supplier problems (such as delays, shortages, or price changes) directly impact marketing – for example, if the price of a key ingredient

risers, the product's price or availability is affected. Marketers maintain good supplier relations and contingency plans.

- ✚ Marketing Intermediaries: Firms that help the company sell/distribute/promote (middlemen like wholesalers, retailers, logistics, agencies). In Bangladesh, strong distributor networks (বিতরণ নেটওয়ার্ক) are crucial – e.g., Unilever's vast distributor system ensures Lux soap is available in remote areas.
- ✚ Customers: The target markets – consumer, business, government, international markets. Marketers study the needs of customers in each segment.
- ✚ Competitors: Competing firms. Marketers must position strongly against competitors, offering superior value. For instance, local telecoms (Grameenphone, Banglalink, and Robi) constantly analyze each other's offers.
- ✚ Publics: Any group with an interest/impact on the company's ability to achieve objectives (media, government, citizen-action groups, local community, etc.). Effective PR and stakeholder management are essential (e.g., being responsive to media and activist concerns about product safety).

- **Macroenvironment:**

- ✚ Political & Legal: Laws, government agencies, and pressure groups. For example, Bangladesh's policies on foreign investment, advertising regulations, or taxation influence marketing (বিজ্ঞাপনের বিধিনিষেধ, কর নীতি ইত্যাদি মার্কেটিংকে প্রভাবিত করে). A BCS question might ask: "Which macro factor involves consumer protection laws?" (Answer: Political/Legal environment).
- ✚ Economic: Factors like GDP growth, inflation, income levels, and interest rates. Marketers track consumer purchasing power and spending patterns. In Bangladesh, a growing middle class and increasing per capita income create opportunities for premium products; however, inflation or income inequality can pose threats. During recessions, consumers become frugal (মিতব্যয়ী) – companies may need to adjust pricing or product sizes.
- ✚ Social/Cultural: Societal values, lifestyle, demographics. Marketers must be aware of cultural norms (সংস্কৃতি) and population shifts. For example, the rise of social media use, a youthful demographic (median age ~27), or cultural preferences (e.g., halal products, local language

advertising) are key in BD. A classic example: promoting women's hygiene products requires cultural sensitivity in a conservative society.

- ✚ Technological: New technologies create new products and marketing opportunities (as well as threats to old products). In recent years, the widespread adoption of smartphones and 4G internet in Bangladesh has unlocked digital marketing and e-commerce channels. কোম্পানিগুলো এখন অনলাইনে মার্কেটিংয়ে অনেক বেশি জোর দিচ্ছে (e.g., Facebook marketing, bKash payments enabling online shopping). Marketers who leverage tech (apps, data analytics) gain advantages.
- ✚ Environmental (Natural): Natural resource availability, environmental sustainability issues. Firms increasingly practice green marketing and sustainable sourcing. In Bangladesh, factors such as frequent floods, climate change awareness, or seasonal cycles can impact product demand (e.g., higher sales of refrigerators in summer, or demand for solar lamps in off-grid areas).
- ✚ Legal/Regulatory: (Often combined with Political, i.e., PESTEL's L). For completeness: legal factors include consumer laws, advertising standards, and trade regulations. In Bangladesh, organizations such as the Consumer Association of Bangladesh (CAB) and laws like the “Consumer Rights Protection Act 2009” influence marketing practices. Marketers must ensure truthful advertising (সত্যনিষ্ঠ বিজ্ঞাপন) and product safety standards (BSTI approval for foods, etc.).

Understanding the environment helps in SWOT analysis: e.g., a new government education policy (Political) might be an opportunity for private education service providers; rising fuel prices (Economic) might threaten car sales but boost bicycle demand.

****Local Insights:** In Bangladesh, some notable points: The government's push for “Digital Bangladesh” is a boon for tech marketers. Regulatory bodies (like BTRC for telecom, BFSa for food safety) can suddenly impose rules that marketers must comply with (such as no ads for breast-milk substitute products, or mandatory Bangla language on packaging). Social changes – e.g., more women in the workforce – create new markets (childcare services, convenience foods). Being attuned to such changes can be a winning strategy.

Example question: “Which macro-environmental factor includes the emergence of e-commerce and digital payment systems?” – That's Technological (প্রযুক্তিগত পরিবেশ). An answer might mention how the growth of smartphones and the internet enables mobile banking and online retail in Bangladesh. Another question: “Give one example of a microenvironment factor and one of a macroenvironment factor affecting the Bangladeshi apparel industry.” A good answer: Micro – Suppliers (e.g., cotton price hike from suppliers

raises costs for apparel makers); Macro – International political factor (e.g., GSP trade status in US/EU impacts export prospects).

3. Consumer Behavior and STP (ভোক্তার আচরণ এবং বাজার বিভাজন/লক্ষ্য নির্ধারণ/অবস্থান)

****Short Suggestions:**

Consumer Behavior (ভোক্তা আচরণ): Understand how consumers make buying decisions – the stages (need recognition, information search, evaluation, purchase, post-purchase).

- ❖ Key influences on behavior: cultural (সংস্কৃতিক প্রভাব), social (family, reference groups), personal (age, occupation, lifestyle), and psychological (motivation, perception, beliefs).
- ❖ For BCS, know definitions: e.g., “Consumer behavior is the study of how individuals select, buy, use, and dispose of goods, services, ideas to satisfy their needs.”

Segmentation: The process of dividing a market into distinct groups with common needs or behaviors. Bases for segmentation: geographic (স্থানভিত্তিক), demographic (বয়স, লিঙ্গ ইত্যাদি জনসংখ্যাগত), psychographic (মনস্তাত্ত্বিক – lifestyle, personality), and behavioral (আচরণগত – usage rate, loyalty, benefits sought). Know examples of each.

Targeting: Evaluating segments and choosing which to serve. Criteria: segment size/growth, structural attractiveness (competition, ease of entry), company objectives/resources.

- ****Targeting strategies:** undifferentiated (mass) marketing (এককভাবে পুরো বাজারকে একভাবে লক্ষ্য করা), differentiated (one company, multiple segments with separate offers), concentrated (niche focus), micromarketing (local or individual).

Positioning: Designing a clear, distinctive, and desirable place for a product in consumers’ minds relative to competitors. Requires identifying a competitive advantage and crafting a value proposition.

- Often summed up in a positioning statement: “For [target segment], [Brand] is [concept] that [point of difference].”
 - ❖ Example: “For tech-savvy urban youth, Brand X is the affordable smartphone that offers premium camera quality.” Positioning involves differentiating a product, service, image, or other aspects to stand out.

Important Concepts: Marketing mix must align with positioning (the 4Ps deliver the positioning promise). Perceptual mapping may be mentioned (visualizing brand positions). Also, know your USP (Unique Selling Proposition) – the specific benefit that you provide.

Details and Examples:

[EXTRA TOPIC] Consumer Behavior: Understanding consumers is crucial for effective marketing. Consumers typically go through a buyer decision process:

- (A) Need Recognition: Consumer realizes a need (e.g., feeling thirsty).

- (B) Information Search: They seek information about ways to satisfy it (e.g., learn about various drinks).
 - (C) Evaluation of Alternatives: Compare options (coconut water vs. soft drink vs. water).
 - (D) Purchase Decision: Decide and buy (choose a 7up, for instance).
 - (E) Post-Purchase Behavior: After using, they experience satisfaction or dissatisfaction, which influences future behavior and word-of-mouth.
- BCS questions may not require enumerating all steps unless asked, but understanding them helps in framing answers about how marketing can influence each stage (e.g., advertising helps in information search and shaping evaluation by highlighting a product's advantages).

Factors Influencing Consumer Behavior:

- Cultural: e.g., Eid holidays spur high sales in clothing and foods (culture creates preferences like sweet treats in festivals). Marketers often tailor messages to cultural events.
- Social: Family is a strong influence in Bangladesh – many purchase decisions (like choosing a family TV or detergent brand) involve family input. Reference groups (like friends or aspirational groups) also matter. For instance, if peers favor a specific smartphone brand, an individual may also follow suit. Opinion leaders (প্রভাবশালী ভোক্তা) on social media now significantly influence the purchasing decisions of young people.
- Personal: Age/lifecycle (young singles vs. married with kids have different needs), occupation (a banker vs. a student's attire purchases differ), economic situation, lifestyle (গুণমান জীবনধারা), and personality. Example: A health-conscious lifestyle consumer might buy organic foods and gym memberships.
- Psychological: Motivation (Maslow's hierarchy – from physiological needs up to self-actualization), perception (how people select and interpret info – e.g., selective attention to ads), learning (experience changes behavior), beliefs and attitudes (e.g., a positive attitude toward local brands can influence purchase).
- Marketers utilize this knowledge: for example, a question might ask, "What type of buying behavior involves high involvement but few perceived differences between brands?" (This describes dissonance-reducing buying behavior – likely the answer if given options). Or "Give an example of social factors affecting buyer behavior." You could mention family

influence on purchasing an apartment or a car in our culture (often, extended family decisions).

❖ **Moving to STP:** Segmentation, Targeting, Positioning, which is the essence of a customer-driven marketing strategy:

- **Segmentation** (বাজার বিভাজন): Rather than treating all customers alike, segmentation identifies distinct groups. Common segmentation variables:
 - Geographic: Region, city size, urban/rural. **Example:** A telecom company might offer special packages for customers in the Chittagong region. In Bangladesh, marketers often employ urban versus rural segmentation (e.g., a battery company providing solar solutions for off-grid rural areas versus IPS for urban areas).
 - Demographic: Age, gender, income, education, religion, etc. Very popular because these traits often relate to needs. **Example:** Marketing baby products to young parents (age group), or cosmetics lines for men versus women (gender).
 - BCS Q: “Many people in Bangladesh are under 30 – this demographic trend presents opportunities for which industries?” (Possible answers: fast fashion, mobile gaming, etc.).
 - Psychographic: Lifestyle (e.g., health-conscious, trendy, conservative) and personality. **Example:** Targeting consumers with adventurous lifestyles for adventure tourism packages.
 - **Example MCQ:** “Which of the following is an example of psychographic segmentation?” If options include “marketing to people with adventurous lifestyles”, that is the correct answer.
 - Behavioral: Based on consumer knowledge, attitudes, uses, or responses to a product. E.g., Occasion (Cadbury’s chocolate ads as gifts during Puja – occasion-based), Benefit sought (segmenting toothpaste market into those seeking whitening vs. cavity protection), Usage rate (heavy, moderate, light users), Loyalty (brand loyal vs. switchers). For instance, a telecom might have a retention plan for high-usage loyal customers.
 - **MCQ example:** “Which variables are examples of behavioral segmentation?” Correct answer: Benefits sought and usage rate.

Effective Segmentation Criteria: Not every way of segmenting is useful. Good segments are Measurable, Accessible, Substantial, Differentiable, and Actionable.

- For example, “left-handed skydivers in Dhaka” might be differentiable but not substantial (tiny market), while “urban middle-class” is substantial and reachable.
- BCS can ask which one is NOT a criterion (e.g., “competitor’s pricing strategy” is not a segmentation criterion).
- **Targeting:** After segmenting, evaluate each segment’s attractiveness. Factors: size & growth (bigger and growing is enticing, but niche can be profitable too), structural attractiveness (competition level, substitute products, power of buyers/suppliers), and the company’s own objectives/resources (does it fit our strengths?). Then select a targeting strategy:
 1. **Undifferentiated Marketing (Mass Marketing):** Ignore segments, offer one product to the entire market. Efficient but risky if consumers want variety. Not common in today’s highly segmented markets, but staples like salt or national electricity, maybe.
 - BCS Q: “Undifferentiated marketing is also known as ___” – answer: Mass marketing.
 2. **Differentiated Marketing:** Target several segments with separate offerings for each. Most big companies do this.
 - Example: Grameenphone offers different packages for youth, businesses, and rural users – a clear differentiation strategy. This yields broader market coverage but a higher cost.
 - MCQ: “A company designs different campaigns for youth, professionals, and rural customers. Which targeting strategy is this?” – Answer: Differentiated marketing.
 3. **Concentrated Marketing (Niche):** Go after a large share of one or a few smaller segments. Good for limited resources or specialist firms.
 - Example: A local company focusing only on high-end wedding photography services (serving a niche of affluent brides/grooms). Globally, Rolls-Royce targets the luxury car niche.
 - In Bangladesh, consider a brand like Kazi Farms Kitchen, which initially focused on ready-to-eat frozen snacks (a niche urban market).
 - Advantage: less competition in niche, very focused; risk: dependence on one segment.

4. **Micromarketing:** Tailoring products to the local or individual level. Local marketing (e.g., customizing store inventory to a neighborhood's preferences) and Individual marketing ("segments of one", e.g., tailor-made suits or personalized online recommendations like Amazon does).

- Example: Many urban fashion boutiques do individual client customization.

When targeting, also be mindful of ethical issues – e.g., avoiding harmful or exploitative targeting (like marketing sugary drinks to children excessively).

- **Positioning:** After selecting target segments, position your offering so it occupies a distinct place in the target customers' minds. This is about differentiating your value proposition. All marketing mix elements (Product, Price, Place, Promotion) must align to create this position.

***You might position on product attributes (e.g., Volvo = "safety"), benefits (Sensodyne = "no tooth sensitivity"), usage occasions (Glucon-D = "energy after summer heat exhaustion"), user category (Glow/Fair & Lovely = targeted to those wanting fairer skin), against a competitor (Pepsi's historic "Pepsi Challenge" positioning against Coke), or away from competitors (7up as the "Uncola").

**Value Proposition: the mix of benefits on which a brand is positioned. E.g., PRAN Frooto positions as "authentic Bangladeshi mango refreshment at an affordable price" – appealing to youth with local mango taste at a lower price than imports. That sums up target (youth), category (mango drink), point of difference (local, authentic taste, affordable).

**Differentiation: You must decide how to differentiate – by product features, services, channel, people (better employees), or image.

- E.g., Aarong differentiates via image: traditional yet trendy Bangladeshi craftsmanship; Walton differentiates on local manufacturing and value-for-money tech appliances. If asked about sources of differentiation advantages, can mention product, service, channel, people, and image.

A positioning statement template:

"To [target segment], [Brand] is [concept/category] that [point of difference]."

- If we fill Aarong: "To quality-conscious customers seeking traditional crafts, Aarong is the premier Bangladeshi lifestyle brand that offers authentic artisan products with contemporary style." Indeed, Aarong positions itself as a brand representing Bangladeshi heritage + quality.

Examples:

- Aarong's STP: Segmentation: divides market into urban middle/high-income vs others. Targeting: Primarily targets middle and higher socio-economic classes, including expatriates, in the premium retail segment. Positioning: "Authentic Bangladeshi crafts with quality and style"
- So when you think of handcrafted quality products, Aarong comes to mind[26]. This is a clear, effective positioning
- and they use premium pricing, branded stores (Place), and storytelling promotions to reinforce it.
 - ❖ **Bata Shoes:** They segment by demographic (kids, men, women), by benefit (athletic vs. formal vs. casual), etc. They target multiple segments (differentiated strategy) with brands like Power (sports segment) or Marie Claire (women's office wear). Positioning: durable, affordable footwear for the mass market ("First to Bata, then to school/work" was an old theme).
 - ❖ **Mobile Telecom:** All carriers basically segment the market similarly (youth, corporate, rural, etc.). Grameenphone targets a broad audience, while Robi often targets youth with high data usage, and Teletalk targets government employees as a niche market. The positioning differences: GP as the most expansive network ("network pabar joyega nai" campaign focusing on coverage), Banglalink historically positioned on budget ("making phone calls affordable"), Robi on innovation and youth.

***From an exam perspective, be prepared for questions like:

- "What are the bases of market segmentation?" or
- "Why is positioning important in marketing?" or a scenario to identify what segmentation or strategy is used. For instance: "PRAN diversified its juice flavors to appeal to different regional taste preferences (e.g., tamarind drink in Rajshahi)
- What segmentation is this?" (Answer: Geographic taste segmentation, possibly cultural segmentation). Or "A company offers separate products for children, teens, adults – what segmentation and targeting strategy are they using?" (Demographic age segmentation; likely differentiated marketing if separate products).

MCQ examples:

Which of the following is NOT a standard criterion for evaluating market segments?

- (A) segment size & growth,
- (B) structural attractiveness,
- (C) competitor's pricing strategy,
- (D) company objectives/resources.

Correct: C) competitor's pricing strategy is not a criterion for selecting segments.

- A firm that markets to a niche audience with a single specialized product is following which target strategy? – Answer: Concentrated (niche) marketing.
- Psychographic segmentation divides people based on: – Answer: Lifestyle and personality traits (if options mention those).

Positioning is best defined as: – likely an answer along lines of “arranging for a product to occupy a clear, distinctive, and desirable place in the minds of target consumers relative to competing products.” Key Bangla term: অবস্থান নির্ধারণ.

- “Marketing to people with adventurous lifestyles” exemplifies which segmentation base? – Answer: Psychographic segmentation.

By mastering these STP concepts, you'll be equipped to handle both theoretical questions and applied scenarios in the exam, as well as short notes/definitions if asked (like “Write short notes on Bases of Segmentation” or “What is positioning and why is it important?”). Use local examples (such as Aarong and Grameenphone) in written answers to stand out – it demonstrates the application of theory to a real-world context.

4. Product, Services, and Branding (পণ্য, সেবা ও ব্র্যান্ডিং)

***Short Suggestions:

- Product Levels: Understand the three levels of a product
 - ❖ Core benefit (কেন্দ্রীয় উপকারিতা)
 - ❖ Actual product (বাস্তব পণ্য)
 - ❖ Augmented product (বর্ধিত সেবা/সুবিধা).
 - Example: A smartphone's core benefit is communication; the actual product is the phone (including features, design, and brand); augmented services include warranty and customer support.
- Product Classifications:
 - Consumer products (ভোক্তা পণ্য) vs. Industrial products.
 - Consumer product sub-types:
 - Convenience goods (নিত্যপ্রয়োজনীয় frequent purchase, low effort, e.g., soap, snacks),
 - Shopping goods (comparison on price/quality, e.g., clothes, appliances),
 - Specialty goods (unique characteristics, brand identification, e.g., luxury cars, high-end electronics, buyers willing to exert extraordinary effort),

- Unsought goods (unknown or not thought of normally, e.g., life insurance, blood donation drives).
 - Industrial products (উদ্যোগিক পণ্য) are for business use (materials, machinery, etc.).
- Product Life Cycle (PLC):
 - Know the stages – Introduction, Growth, Maturity, Decline (পরিচয়, বৃদ্ধি, পরিপক্বতা, অধোগতি).
 - Characteristics: profits often negative in Introduction, highest in Growth, competition toughest by Maturity (need differentiation or improvements),
 - Decline – sales fall, decide whether to rejuvenate or discontinue.
 - New Product Development (নতুন পণ্য উন্নয়ন): Key steps – Idea generation, Idea screening, Concept development & testing, Marketing strategy development, Business analysis, Product development, Test marketing, Commercialization.
 - Know at least the names of stages.
 - Major reason many new products fail: not understanding customer needs/poor positioning.
- Consumer Adoption Process:
 - Stages a consumer passes through for a new product: Awareness, Interest, Evaluation, Trial, and Adoption.
 - Influenced by product's characteristics: relative advantage, compatibility, complexity, divisibility (trialability), communicability.
 - For example, bKash mobile money saw rapid adoption due to a clear relative advantage (easy money transfer), reasonable compatibility with users' habits (sending money home), divisibility (users could try it with small amounts), and so on, especially after early adopters proved it in cities.
- Services Marketing: Services are intangible, perishable, inseparable, variable. Understand these four characteristics (স্পর্শহীনতা, নষ্টপ্রবণতা, অখণ্ডতা, বৈচিত্র্য) and general strategies to manage them (like ensuring service quality through training to reduce variability).
 - E.g., banking and hospitality sectors.
- Branding: A brand is not just a logo – it's a name, term, sign, symbol, or design (or combination) that identifies the maker/seller of a product.
 - Branding decisions include selecting a brand name (which should be easy, distinctive, and suggestive of benefits, ideally),

- brand sponsorship (manufacturer brand vs. private label vs. licensing vs. co-branding), and
- brand strategy – including line extensions, brand extensions, multibrands, or new brand strategies.

Details and Examples:

Product Levels:

When describing a product, always break it into:

- Core Benefit: The fundamental need or want satisfied. Example: People don't buy a drill; they buy "holes" – the core benefit is making a hole.
- Actual Product: The tangible item or service features – quality, design, brand name, packaging. Example: A PRAN Mango Juice actual product includes the sweet mango flavor, the packaging, the PRAN brand label, etc.
- Augmented Product: Additional services/benefits – warranty, installation, after-sale service, delivery, credit, etc., that come with the product. For Walton AC, the augmented product is a home installation service and a 3-year compressor warranty.

Exam tip: If asked to discuss a product, mention these levels. E.g., "Explain levels of product with an example."

(B) could explain using a car: core = transportation/convenience, actual = the car's model, features, brand, augmented = free maintenance for 2 years, roadside assistance.

Product Classifications (Consumer goods details):

- Convenience Products: Low-priced, widely available, frequent purchase with minimal comparison (e.g., bread, soap, newspaper)—usually, intensive distribution and mass promotion. In Bangla, we might call them নিত্য ব্যবহার্য দ্রব্য.
- Shopping Products: Higher involvement, consumers compare quality/price/style (e.g., furniture, clothing, electronics like a TV or refrigerator). Fewer outlets than convenience goods, more personal selling and advertising.
- Specialty Products: Unique characteristics or brand; buyers willing to travel or wait. E.g., a Rolex watch, a Lexus car, a renowned surgeon's service. Brand insistence is high. Often, luxury or niche items – buyers know what they want and accept no substitutes.
- Unsought Products: Items consumers don't think of or don't want to think of buying. E.g., life insurance, funeral services, smoke detectors. These require aggressive advertising or personal selling because consumers won't naturally seek them.

Industrial Products: Not heavily emphasized in BCS, but known categories include materials and parts (raw materials, components), capital items (installations, equipment), and supplies and services (operating supplies, such as lubricants, or business services, like cleaning and consulting).

Product Life Cycle (PLC):

This concept describes the sales and profit trajectory of a product over time:

- (A) **Introduction Stage:** Product is launched. Sales grow slowly, profits are minimal or negative due to high distribution and promotion expenses.
 - Marketing goal: create awareness and trial.
 - Strategy: often high promotional spending; maybe set price either high (skimming) or low (penetration), depending on strategy.
 - Example: Electric cars in their early years needed heavy promotion, infrastructure (charging stations) development, and profits were low.
- (B) **Growth Stage:** If the product gains traction, sales rise rapidly, and profits increase. New competitors enter, seeing an opportunity.
 - Marketing strategy: improve product quality, add features, new market segments, and distribution expansion. Maintain promotion, but also differentiate it from competitors.
 - Example: Smartphone market in the early 2010s – rapid adoption, many new brands came in.
- (C) **Maturity Stage:** Sales peak and growth slows because most potential buyers have adopted. Market saturation leads to intense competition and price pressures, resulting in profits that stabilize or decline. This stage can be the longest.
 - Strategy: modify the market (find new users or uses – e.g., baking soda repositioned as fridge deodorizer), modify the product (improve quality, features, style), modify the marketing mix (change pricing, offer promotions, enter new distribution channels). Without innovation, products risk decline.
 - Example: Regular feature phones have been in maturity/decline due to smartphones; the only strategy was to market them to older or rural folk who prefer simple phones.
- (D) **Decline Stage:** Sales and profits drop off, often due to new technology or changing consumer tastes. The company must decide whether to harvest (reduce costs and continue to sell as long as some demand exists) or divest (discontinue or sell off the product).

- Example: DVD players are now declining because of streaming; many companies have stopped making them.

*** In BCS, might present a scenario to identify a PLC stage or ask for strategies for a product at a specific maturity stage.

Key: in maturity, differentiate or innovate to avoid decline (নতুন বৈশিষ্ট্য বা নতুন বাজার খুঁজে পাওয়া)।

New Product Development:

This is a process to develop new products (either brand new innovations or modifications).

Steps to know:

1. Idea Generation: From internal (R&D, employees) or external (customers, competitors, distributors, crowdsourcing) sources. The quantity of ideas matters here.
2. Idea Screening: Narrow down ideas, dump poor ones. Use criteria (market size, technical feasibility, fit with company objectives). The A-I-E-T-A screening mnemonic stands for need to consider aspects like profit potential, compatibility, etc. (From lecture: স্বীকৃত A-I-E-T-A ক্রম might have been a mnemonic in Bangla).
3. Concept Development and Testing: Turn the idea into a detailed product concept stated in consumer terms, then test it with target consumers (focus groups or surveys) to gauge appeal.
4. Marketing Strategy Development: Draft a marketing strategy statement – target market, value proposition, sales/market share goals; outline product's price, distribution, marketing budget for first year; describe long-term sales/profit goals and marketing mix strategy.
5. Business Analysis: Review financial projections – sales forecast, cost estimates, profitability analysis. Does it meet the company's criteria (e.g., ROI)? If yes, proceed.
6. Product Development: R&D or engineering develops the product prototype. It's a costly stage; for physical goods, prototypes; for services, maybe a pilot program. The product is tested internally for performance and safety.
7. Test Marketing: Introduce the product and marketing program in a limited setting (could be a city or region) to see how it performs and get feedback.
 - The lecture noted, "Launching a product in a small part of the market is test marketing." If a question asks, "What is test marketing?" – it's this small-scale launch to gauge market reaction (উৎপাদন-পরবর্তী সীমিত বাজার পরীক্ষা).
 - Sometimes firms skip this step if time-to-market is critical or if the product is not easily testable (such as new flavors of Coke, which are often tested in a few cities first).
8. Commercialization: Full-scale launch to the market. Decide on timing (when), place (where – regional, national, or international rollout), and marketing roll-out plan (market sequence, marketing budget allocation, etc.). This is the introduction stage of PLC.

- ❖ Be aware of why new products fail: Common reasons include poor market research (didn't actually solve a significant customer problem), inadequate product design, too high price, poor marketing (promotion/distribution), or competitor reactions.
 - One major cause is a poor understanding of customer needs or weak positioning – i.e., the product didn't fulfill a real need or wasn't effectively conveyed to the market.
- Adoption and Diffusion: Once the product is launched, how consumers adopt:
 - Stages in the Adoption Process:

Awareness → Interest → Evaluation → Trial → Adoption

Marketers must help consumers move through these. E.g., free samples or demos encourage Trial, advertising creates Awareness and Interest, etc.

- People have different adopter categories:
 - Innovators (~2.5%, adventurous, risk-taking),
 - Early Adopters (~13.5%, opinion leaders),
 - Early Majority (~34%, deliberate, adopt before average but not leaders),
 - Late Majority (~34%, skeptical, adopt after majority),
 - Laggards (~16%, tradition-bound, adopt last if ever).

***A BCS question could ask,

- “Who are opinion leaders in the adoption curve?” (Answer: Early adopters often serve as opinion leaders in their communities). Or
- “Which adopter group is smallest and most venturesome?” – Innovators.

Product characteristics affecting adoption rate:

- Relative advantage (উৎপাদনের আপেক্ষিক সুবিধা – is it much better than existing solutions?),
 - Compatibility (সমন্বয় – fits with the values/experience of target users?),
 - Complexity (জটিলতা – easier products adopt faster),
 - Divisibility/Trialability (নমুনা বা ট্রায়াল সুবিধা – can people try it on a limited basis?),
 - Communicability/Observability (উপযোগিতা প্রকাশযোগ্যতা – are benefits easily observed or described?).
- For example, mobile banking (bKash) had a high relative advantage (quick money transfer), needed to build trust for compatibility, was moderately complex for first-time rural users but overcame this with agent assistance, trialability was decent (small transfers to try out), and communicability was high (people saw neighbors using it successfully).

- Such factors explain its rapid adoption. If asked, “Name two factors that influence how quickly a new product is adopted,” you can cite any of these with a brief explanation.

✚ **Services:** Services are a significant part of the economy (e.g., banking, telecom service, healthcare, education).

Key features:

- **Intangibility:** Services cannot be seen, tasted, felt, etc., before purchase (e.g., you can’t “test drive” a surgery).
 - **Marketing challenge:** Make services tangible through physical cues (a nice bank interior implies good service) or through testimonials.
- **Inseparability:** Services are produced and consumed at the same time and cannot be separated from providers (a haircut’s quality largely depends on the hairstylist at that moment). Therefore, provider-customer interaction is an integral part of service. This implies that training front-line staff is critical.
- **Variability (Heterogeneity):** Quality can vary depending on who provides, when, where, and how. A hotel might be extremely friendly one day and less so the next, with different staff. Marketers address this issue through standardization efforts, training, and service quality monitoring.
- **Perishability:** Services cannot be stored for later sale (an unsold airplane seat or an empty hotel room tonight is revenue lost forever).
 - **Strategies:** differential pricing (off-peak discounts to manage demand), appointment and reservation systems, and part-time employees during peak periods.

Knowing these can help with questions like

- “Why is service quality harder to control than product quality?” (variability) or “Give an example of how inseparability affects marketing.” (Answer could mention that a service provider’s skills and attitudes are a key part of the service, e.g., a rude restaurant waiter can ruin the dining experience – even if the food is good).
- ✚ **Branding:** A brand carries value – it’s essentially a promise to customers. Branding decisions involve:
 - **Brand Equity:** the positive differential effect that knowing the brand name has on customer response (brands with high equity, like Coca-Cola, can charge more because people trust/like them).

- Brand Name Selection: Should be easy to pronounce, recognize, and remember (e.g., Bangla names often used in the local market, like “Pran” – simple and meaningful as it means life).
 - It should ideally hint at benefits (SpeedX courier), be distinctive (Uber), and not have bad meanings in other languages if global.
- Brand Sponsorship:
 - Manufacturer’s brand (national brand) vs. - Private (store) brand (e.g., Agora superstore’s own rice brand),
 - Licensed brand (using another’s brand name via licensing – e.g., a local garment factory making T-shirts with Disney characters under license,
 - Co-branding (two brands on one product, sharing prestige – e.g., City Bank – American Express co-branded credit card[38]).
- **Brand Strategy (Brand Development):**
- There are four paths:
 - ❖ Line Extension: Extend an existing brand name to new forms/sizes/flavors of an existing product category. সহজ কথায় – একই ব্র্যান্ড, একই ক্যাটাগরি, নতুন বৈচিত্র্য।
 - Example: Lifebuoy soap introducing Lifebuoy handwash and sanitizer (same hygiene category).
 - It’s a lower risk, but too many extensions can be confusing.
 - ❖ Brand Extension: Use an existing brand name for a new product category. একই ব্র্যান্ড নতুন ক্যাটাগরিতে প্রসারিত।
 - Example: Lux (soap brand) launching Lux perfume or body wash, or Walton (electronics) extending into motorcycles.
 - Leverages brand equity, but if it fails, it can hurt the parent brand.
- ***MCQ: “Using the same brand name to launch a new product in a different category is called ___” – Answer: Brand Extension.
- ❖ Multibrands: One company introduces additional brands in the same product category. নতুন আলাদা ব্র্যান্ড, একই ক্যাটাগরি।
 - For example, Unilever has Lux, Lifebuoy, and Dove, all in soap, aiming at different segments. It's good to capture more market share, but each may get a smaller share, and costs will increase.

- ❖ New Brands: Create a new brand name for a new product category (or replace an old brand).
নতুন ব্র্যান্ড নতুন ক্যাটেগরির জন্য।

- For example, Toyota created Lexus as a new brand for luxury cars instead of using the Toyota name, or Pran launched “Farm Fresh” for dairy products.
- Use if the existing brand is not suitable for the new category (e.g., if the brand is too associated with something else).

Branding is particularly important in marketing because a strong brand can build customer loyalty and even achieve a price premium.

- For example, people pay more for Samsung TVs over lesser-known brands because of perceived quality and trust – that’s brand equity at work. In Bangladesh, brands such as Bashundhara (tissue, LP gas, paper, etc.) enjoy strong recall and consumer trust.

*****Local brand example:**

- Walton (Bangladeshi electronics) – how did it build a brand? It’s a corporate brand used across product lines (TV, fridge, AC, motorcycle).
- Walton’s brand stands for “Bangladeshi technology solution at an affordable price.” They often use line extension (new models in existing lines, e.g., a new fridge model) and brand extension (using the Walton name across very different products, such as fridges and motorcycles, which is globally unusual but worked domestically under the umbrella of a local tech leader).

✓ Exam questions can include:

- Define a brand, what brand equity is, and strategies of brand name selection (like giving a memorable or meaningful name).
- Or, “What branding strategy is being used when Nestlé sells Maggi noodles, KitKat chocolate, Nescafé coffee, etc. under different names?” – That is multibranding (multiple brands in Nestlé’s portfolio). Or, scenario: “A garment manufacturer partners with Disney to use Mickey Mouse on T-shirts” – that’s licensing (and co-branding if both brand names appear).

5. Pricing Strategies (মূল্য নির্ধারণ কৌশল) and Marketing Communications Basics

(In the syllabus, Pricing and Promotion are often linked because both relate to delivering and capturing customer value.)

Short Suggestions – Pricing (মূল্য নির্ধারণ):

- ✚ Role of Price: Price is the only element of the marketing mix that produces revenue (others are costs). It's highly flexible – can be changed quickly unlike product features. In Bangla, মূল্যই সেই উপাদান যা প্রতিষ্ঠানের জন্য রাজস্ব নিয়ে আসে।

✚ Pricing Approaches:

- Customer Value-Based Pricing: Set prices based on buyers' perceptions of value rather than the seller's costs.
- Figure out what value a customer places on the product (through research) and price accordingly. দুই ধরনের: Good-value pricing (offer the right combo of quality and service at a fair price – e.g., আলপিন দাম) and Value-added pricing (attach value-added features to differentiate and charge more).
- Cost-Based Pricing: Calculate the cost of producing + a fair markup or profit margin. Includes cost-plus (অর্থাৎ উৎপাদন খরচ + শতকরা মুনাফা) and break-even analysis (cover costs at a certain output). Useful to ensure profitability floors, but ignores demand perceptions.
- Competition-Based Pricing: Setting prices based on competitors' strategies and costs.
 - Need to consider how your offering compares. For example, if your product has more features than the competitor's, you can price higher; if it's of lower quality, you may price lower. স্থানীয় উদাহরণ: mobile network data packages are often priced in response to each other's offers.

✚ New Product Pricing Strategies:

- Market Skimming (উচ্চ মূল্য গ্রহণ): Set a high initial price to “skim” revenue from segments willing to pay more, then lower the price gradually.
 - Good if product is very innovative or prestigious and early adopters will pay a premium (e.g., high-end smartphones, বা নতুন LED TV প্রথমে বেশি দামে বিক্রি)।
 - This yields high profit margins but only works if competitor entry is controlled and if some segments truly value the product highly.
- Market Penetration (অনুপ্রবেশমূলক মূল্য): Set a low initial price to quickly gain market share and volume. Best for price-sensitive markets, when economies of scale will lower costs, and when a low price can deter competitors.
 - E.g., many Chinese smartphone brands launched in BD at very low prices to penetrate (think early Symphony or Walton smartphones).

BCS Q: “Pricing strategy where a new product is introduced at a very low price to attract buyers quickly?”

– Answer: Penetration pricing.

✚ Product Mix Pricing: strategies for product lines:

- Product line pricing (setting price steps between different products in a line based on features – যেমন সাধারণ AC vs inverter AC priced higher),
- Optional-product pricing (pricing optional accessories sold with the main product, like extra RAM in a laptop),
- Captive-product pricing (pricing products that must be used with the main product – e.g., blades for a razor, or printer cartridges),
- By-product pricing (selling by-products to reduce cost of main product – e.g., selling leftover fabric scraps), Product bundle pricing (combining products and offering a bundle price – যেমন ঈদ প্যাকেজে এক সাথে কয়েকটা জিনিস সস্তায়)।

✚ Price Adjustment Strategies:

- Discounts (like 2/10 net 30 in B2B, or seasonal sales),
- Allowances (trade-in car exchange rebate),
- Segmented pricing (different price for different segments without cost difference – e.g., student discount, or economy vs. business class tickets),
- Psychological pricing (e.g., ৳999 seems cheaper than ৳1000; higher price as an indicator of quality in some cases),
- Promotional pricing (temporary pricing below list to increase short-run sales – like clearance sales, special event pricing),
- Geographical pricing (FOB-origin vs. uniform delivered, etc., relevant for industrial contexts), Dynamic pricing (adjusting prices continually based on demand – e.g., ride-sharing apps surge pricing). Online marketplaces use dynamic pricing often.

❖ Breaking-even and Profit: Know the concept of break-even point (উত্তরণ বিন্দু)

- where total revenue equals total cost. It is useful for calculating the minimum sales volume needed at a certain price. Not usually directly tested, but could be part of a problem.

Short Suggestions – Promotion (প্রচার/যোগাযোগ কৌশল):

- ✚ Promotion Mix (যোগাযোগ মিশ্রণ): The tools for marketing communications: Advertising, Sales Promotion, Personal Selling, Public Relations (PR), and Direct & Digital Marketing.
- Remember:
 - Advertising = paid, non-personal promotion by an identified sponsor;

- Sales promotion = short-term incentives (coupons, discounts);
- Personal selling = one-to-one interaction by salesforce; PR = building good relations via publicity, handling rumors, etc.;
- Direct/Digital = direct connections with targeted individuals (email, SMS, social media, etc.).

✚ Integrated Marketing Communications (IMC): Coordinating all promotional tools to present a clear, consistent, compelling message about the company/product.

- ✓ In Bangla: সমন্বিত বিপণন যোগাযোগ – সব প্রচারপদ্ধতির মিলিত কার্যকর ব্যবহার যেন ব্র্যান্ডের সম্পর্কে একটিই স্পষ্ট বার্তা যায়।

The exam may ask why IMC is important: because customers get messages from many sources, consistency builds brand equity, and avoids confusion.

❖ **AIDA Model:** Steps of effective communication: Attention, Interest, Desire, Action.

Use it to structure marketing messages (e.g., an ad first grabs attention with a bold headline, then holds interest with engaging content, stokes desire by highlighting benefits, and calls to action like “Visit store now”).

❖ **Communication Process Elements:** Sender, Encoding, Message, Media, Decoding, Receiver, Response, Feedback; plus “Noise” (distortions).

- ✓ Possible one-liners: “In communication, converting an idea into a message is called ____.” (Answer: Encoding.
- ✓ “Anything that interferes with message transmission (e.g., poor signal) is called ____.” (Noise).

✚ Promotional Strategy – Push vs. Pull:

❖ **Push strategy (প্রেশন কৌশল):** Producer pushes the product through channels – markets to wholesalers/retailers, who in turn promote to consumers.

- Utilizes tactics such as trade promotions (discounts offered to retailers) and personal selling to channel members.
- For example, Walton offers dealers incentives to promote TVs to shoppers.

❖ **Pull strategy (টান কৌশল):** Producer directs marketing efforts at end consumers to induce them to demand the product from retailers.

- Uses heavy advertising, consumer promotions, etc., so consumers start asking retailers for the product, pulling it through the channel.

- For example, PRAN runs TV ads for a new juice flavor, so consumers demand it in stores.

Many companies use a mix of both.

Advertising Basics:

- Types (informative, persuasive, reminder),
- important decisions (setting objectives, budget methods like percentage-of-sales vs objective-and-task, message strategy and execution, media selection, evaluating effectiveness).

[NOTE] Not detailed in syllabus perhaps, but at least know advertising is good for broad reach and building long-term image, but it's one-way and can be costly.

Sales Promotion: Good for a quick boost in sales, inducing trial.

- ✓ Examples: coupons, discounts, buy-one-get-one (BOGO), contests, loyalty points.
- Downside: effects may not last (sales may drop after the promotion ends).

In the exam,

- ✓ “Which promotion tool is best for immediate consumer response?” – Sales promotion (short-term incentive).
- ✓ “Which tool is most effective for long-term brand building?” – typically Advertising or PR (consistent messaging builds brand equity).
- Actually, advertising is mentioned as a broad image builder, and PR is a credibility builder.
- Personal selling builds relationships, but on a smaller scale.

Public Relations: Press releases, media events, sponsorships, corporate social responsibility initiatives – aim for favorable publicity and image.

- PR is often perceived as more credible (news story vs an ad).
- In BD, companies frequently engage in CSR activities (such as winter blanket distribution, as covered in the news) to build goodwill.

Direct and Digital: This includes telemarketing, email, SMS, social media, online ads, etc. Gaining immense importance (especially post-COVID). Allows two-way engagement and precise targeting.

- Marketers now often run integrated campaigns: e.g., a new product launch might feature TV ads (advertising), influencer posts on Facebook (digital), in-store discounts

(sales promotion), a press event (PR), and salesperson demonstrations in showrooms (personal selling).

Examples and Local Context:

- ❖ A successful IMC example:
 - Grameenphone's Ramadan Campaign
 - ✓ they might run TV ads, social media posts, SMS offers, retail store displays, all with the same slogan and design, ensuring a consistent message about, say, a special Ramadan call rate.
- ❖ **Push vs. Pull local:** Walton uses push by giving retailers good margins and bonuses to stock and sell their appliances (so the shopkeeper actively recommends Walton to a buyer).
 - Meanwhile, PRAN often uses pull, e.g., TV commercials for PRAN Frooto, to create consumer demand so retailers stock it.
 - Advertising in BD: TV remains powerful, with a wide reach (e.g., Banglalink's emotional TVCs), but digital ads (Facebook, YouTube) are booming due to high youth internet usage.
 - By law, tobacco advertising is banned (so companies use surrogate advertising or more PR sponsorship). Many ads use Bangla taglines or jingles to resonate culturally.
- ❖ **Sales promotion:** Every Pohela Boishakh, fashion brands give discounts.
 - Telcos often do a double bonus on Victory Day.
 - E-commerce platforms do "11.11" or Black Friday flash sales with massive discounts.
 - ✓ Expect maybe an MCQ: "Buy 1 Get 1 Free" offer is an example of which promotional tool? – Sales promotion.
- **PR example:** When Unilever acquired GSK's health drink brands, they issued press releases about consumer benefits – that's PR to maintain a positive image.
 - Many companies donate to flood relief and then ensure news coverage – turning charity into PR.
 - The government often uses PR by aligning brands with national pride events (e.g., sponsoring Independence Day).

******From an exam prep perspective, focus on understanding concepts like communication process definitions, differences between promotion tools, and basic strategy concepts (push vs pull, AIDA).

MCQs to illustrate:

- ✓ “Which promotion mix tool involves face-to-face interaction to build customer relationships?” – Personal selling.
- ✓ “Offering seasonal discounts to channel partners to encourage them to stock more is an example of ___ strategy.” – Push strategy (trade promotion to intermediaries).
- ✓ “The first step in developing effective marketing communication is.” Options: Designing the message, selecting channels, identifying the target audience, and setting the budget. Correct: Identifying the target audience.
- ✓ “Which IMC budgeting method is often considered most effective for setting budgets?” – Objective-and-task method (most logical, though many firms use simpler ones).
- ✓ “Maintaining consistency across all channels and tools is the main goal of .” – Integrated Marketing Communications (IMC).

By mastering both pricing and promotion fundamentals, you will understand how companies capture value (pricing) and communicate value (promotion) – two essential aspects that are likely to be tested in both MCQs and written parts. Always tie back to the concept of customer value: pricing captures value from customers (“Price captures value”), and promotion communicates value to customers. A well-written answer might even conclude with that notion to demonstrate an integrated understanding.

Part II: Strategic Marketing & Advanced Topics (পাঠ্যসূচি অংশ II)

6. Company & Marketing Strategy, Competitive Advantage (প্রতিষ্ঠানের সমন্বিত কৌশল এবং প্রতিযোগিতামূলক শ্রেষ্ঠত্ব)

****Short Suggestions:**

Strategic Planning Basics:

Know that companies set a mission (নির্দেশনা বিবৃতি) → then goals/objectives → then design business portfolio (perhaps via BCG matrix or product/market expansion grid) → then plan marketing and other functional strategies.

- A mission statement should be market-oriented (customer-focused) rather than product-oriented.
 - E.g., say “We provide transportation” vs. “We make cars.” Market-oriented mission focuses on customer needs.

 **Marketing Strategy:** Involves STP (already covered) and developing a marketing mix (4Ps) that delivers the intended positioning. Marketers also engage in marketing planning and

then implementation and control (analysis, metrics, adjusting plans via marketing control processes). SWOT analysis (SWOT বিশ্লেষণ) is a key planning tool (Strengths, Weaknesses, Opportunities, Threats).

✚ **Competitive Advantage:** An advantage over competitors gained by offering greater customer value, either through lower prices or by providing more benefits that justify higher prices.

- Michael Porter's basic competitive strategies: *Overall Cost Leadership, Differentiation, Focus* (and avoiding “middle of the road”).
- Treacy & Wiersema's value disciplines:
 - ✓ Operational Excellence (efficient, low cost – e.g., Lidl or in BD, perhaps bKash's efficient distribution),
 - ✓ Customer Intimacy (tailor offerings to segments – e.g., niche banks focusing on SMEs),
 - ✓ Product Leadership (continuous innovation – e.g., Apple globally).

❖ **Market Leader, Challenger, Follower, Nicher Strategies:**

- **Market Leader** (নেতৃত্বস্থানীয়): Largest market share.
 - ✓ Strategies: Expand total market (new users, new uses, more usage), protect market share (continuous innovation, strong defense), perhaps expand share further if profitable.
 - For example, Coca-Cola globally, or in Bangladesh, GP in telecom, invests heavily to maintain its leadership.
- **Market Challenger:** Runner-up firms fighting to increase share.
 - ✓ Strategies: can challenge the leader head-on (frontal attack) or indirectly (flank attacks on weaker areas).
 - For example, Banglalink historically challenged GP by offering aggressive pricing (a flank in the price-sensitive segment).
 - Red Bull's example in the US: it challenged Coke/Pepsi indirectly with an entirely new category (energy drinks) – a bypass attack, in a way.
- **Market Follower:** Firms that choose not to rock the boat; follow the leader's product, price, etc., often with less investment.
 - ✓ Strategies: Cloner (copy with little difference), Imitator (copy but some differentiation), Adapter (adapt the leader's product slightly for the niche).

- ✓ Benefit: less marketing expense, ride on the leader's efforts.
- Many local cola brands are followers of Coca-Cola/Pepsi recipes.
- **Market Nicher:** Serve small segments not pursued by others; specialization is key (markets, customers, products, or mix specialization).
 - ✓ Niches can be highly profitable with high margins if they dominate their niche.
 - ✓ Example: In Bangladesh, companies like Pran focus on regional snacks (chanachur with local flavor) or
 - ✓ Aarong in premium traditional crafts is effectively a niche relative to global giants.
 - Niche players avoid head-on battles and often attract loyal customers within their niche.

- ✚ **Global Marketing Basics:** Deciding whether to go international (factors to consider: company resources, product fit, international knowledge), deciding which markets to enter (consider market size, growth, cost of entry, political risk), and deciding how to enter (exporting, joint venturing – licensing, contract manufacturing, joint ownership, etc., direct investment).
- ❖ Also know the difference between standardized global marketing vs adapted marketing strategies.
- ❖ “Think globally, act locally” – e.g., Starbucks in China adapted flavors and store ambience to local tastes while keeping global brand essence.

[EXTRA TOPICS] Marketing Ethics and Social Responsibility: Not explicitly enumerated in syllabus, but always good to keep in mind.

- ❖ Ethical marketing (সততা ও ন্যায্যনিষ্ঠতা মেনে বিপণন) builds trust and avoids short-term gains that hurt long-term brand (e.g., false advertising or unsafe products will backfire).
- ❖ Bangladesh context: issues like misleading ads, adulterated food – marketers must uphold consumer rights or face backlash/regulation. CSR (Corporate Social Responsibility) efforts (like Unilever's hygiene education campaigns) can be mentioned as fulfilling the societal marketing concept.

Details and Examples:

Strategic Planning and the Marketing Function:

At the corporate level, companies craft a mission statement.

- ❖ For instance, Unilever Bangladesh's mission could be phrased as “to add vitality to life” (just hypothetical – something broad, focusing on consumers' lives).
- ❖ A market-oriented mission focuses on basic customer needs.
 - ✓ BCS question example: “A market-oriented mission statement focuses on ____.” Correct: customer needs/experiences (not on the specific product or technology).
 - ✓ E.g., Nike's mission is about “bringing inspiration and innovation to every athlete” – that doesn't mention shoes or apparel, but the need (performance and inspiration).

Then, companies set corporate goals (such as growth targets) and design their business portfolio. For multi-business firms, this might involve using BCG matrix categories (Stars, Cash Cows, Question Marks, and Dogs) to allocate resources.

For a marketing exam, detailed knowledge of BCG is a nice-to-have but not a priority unless a question specifically addresses it.

▪ **Just recall:**

- ✓ Stars (high growth, high share – need heavy investment, e.g., 4G services in initial years),
- ✓ Cash Cows (low growth, high share – produce cash, e.g., basic soap brand in a stable market),
- ✓ Question Marks (high growth, low share – need a lot of cash to build share, e.g., a new snack item in a growing organic food segment),
- ✓ Dogs (low growth, low share – may break even or need phasing out).
- ❖ Downsizing (অপ্রয়োজনীয় ব্যবসা বন্ধ/বিক্রি) is also part of strategic thinking – e.g., a company might divest a “Dog” product line to focus on core.

For growth strategies, the **Product/Market Expansion Grid** (also known as Ansoff's matrix) is key:

- (A) **Market Penetration:** grow by selling more of current products to current markets (e.g., increase promotion, new uses – like encouraging more frequent consumption).
- (B) **Market Development:** current products into new markets (geographic or new segments) –
উদাহরণ: a company exporting to a new country, or targeting a new demographic group with the same product.
 - ✓ Example: If a firm starts selling an existing product in a new district or to a new age group, that's market development. In the MCQ context: “In the Product/Market

Expansion Grid, ‘existing products to new markets’ is ____.” Answer: Market Development (বিদ্যমান পণ্য নতুন বাজারে নেওয়া).

- (C) **Product Development:** new products to current markets – e.g., a telecom offering a new VAS (value-added service) to its current subscribers, or a restaurant adding new menu items for existing clientele.
- (D) **Diversification:** new products in new markets – e.g., a furniture company starting a food processing business (unrelated diversification). Risky, but it can spread risk if core markets saturate.

Competitive Strategy:

Michael Porter’s view – to be successful, a firm must choose a clear strategy:

- ✓ lowest cost (তুলনামূলক কম খরচে নেতা), or
- ✓ differentiate (something unique that warrants a premium), or
- ✓ focus (niche).

If a company tries to be all things (mid-cost, mid-quality, broad market without focus), it gets stuck “middle-of-the-road” and likely fails.

So, you should be able to identify an example:

- e.g., Walton pursues a form of cost leadership in appliances in Bangladesh via local production economies of scale (lower cost than imports), and somewhat differentiation as a “local brand with wide service network” combination.
- Aarong clearly uses differentiation (unique designs, brand heritage). Many mid-tier local brands may, unfortunately, hover in the middle (not cheapest, not unique) and thus struggle.

Treacy & Wiersema’s value disciplines add nuance:

- ✓ Operational Excellence: Provide reliable products/services at competitive prices with minimal inconvenience.
 - Example: Lidl or Aldi in retail (global example) – very efficient, low-cost operations.
 - A local example: Bikroy.com (classified ads site) aims for operational excellence by making the platform super simple and cost-efficient for mass users.

- ✓ Customer Intimacy: Tailor products to the exact needs of a narrowly defined segment, and build long-term customer relationships.
 - For example, a boutique advertising agency that works closely with each client, or high-end travel agencies that create custom tours.
 - Aarong could also be seen as customer-intimate to an extent (deep understanding of those who want cultural fashion).
- ✓ Product Leadership: Continuous innovation, offering the best product. Google or Apple globally.
 - In Bangladesh, perhaps bKash in its early years – innovating mobile financial services ahead of competition. Or
 - Pathao in ride-sharing – they innovated local ride-sharing on motorbikes. These firms accept that product leaders must cannibalize their own to keep leading (launch a new version even if it replaces the current success).

Competitive Positions Strategies:

As a Market Leader, say PRAN in the juice market domestically, one tactic is to find new uses for your product (expanding total demand).

- PRAN pushed mango drinks not just as beverages but also promoted their use in events/iftar, etc. The leader must also vigorously defend market share:
 - e.g., if new competitors arise, a leader like Unilever defends by continuous product innovation and broad distribution.

A Market Challenger like Coca-Cola in Bangladesh (since local RC Cola had a historically large share) might employ frontal attacks (directly competing on core products – Coke vs. RC taste wars) or flank attacks (introducing new variants like Coke Zero to target a segment the leader doesn't serve).

- Challengers often use bold marketing or price cuts. Another challenger strategy is “second mover advantage” – observe the leader, then improve on it.
 - For example, Robi often waited to see the GP's offers, then created a competitive package with a twist.

Market Followers often copy/improve with less investment.

- For example, many local cosmetics brands might follow whatever Unilever introduces (like the herbal shampoo trend – they quickly produce a similar one). This isn't glamorous, but it can be profitable if executed well.

- Followers should avoid direct confrontation but can thrive in segments where the leader isn't fully addressing.

Nichers thrive by specialization. A niche must be big enough to be profitable but small enough that it's not worth it for big players to attack.

- Example niche strategy: Pocha Soap focusing only on laundry soap balls for a specific traditional user group. Or
- an electronics store that only sells gaming PCs to hardcore gamers (serving a niche that big general stores might not focus on intensely).

Nichers often enjoy high margins because they serve unique needs. But they have to keep an eye out – if they grow too attractive, big fish might enter.

***Example scenario question:

- ✓ “A small new entrant firm in the market should MOSTLY do what strategy?” Options might include attacking the leader's main segment, matching the leader's price, targeting underserved segments first, or avoiding differentiation. The best move for a small new entrant is often to target niche or underserved segments – essentially a flanking strategy where leaders are weak.
- ✓ Correct answer: target weakly served segments (because directly attacking the leader is suicidal with low resources).

Global Marketing:

As Bangladesh's companies internationalize (some do – e.g., Walton exports, Pran exports to 130+ countries), they face decisions:

- **Exporting (রপ্তানি):** simplest, making at home and shipping out. Indirect (via export intermediaries) vs Direct (firm sets up its own export department).
 - Low risk, low control. Many Bangladeshi firms start with indirect exporting through foreign distributors.
- **Joint Venturing:** partnering with foreign companies:
 1. **Licensing** (letting a foreign company produce your product for a fee – e.g., PRAN could license its brand to a foreign juice producer),
 2. **Contract Manufacturing** (hire a manufacturer abroad to produce, like many garment Western brands use BD factories),

3. **Management Contracting** (you provide management know-how, local partner provides capital – not common for BD companies outward, but e.g., a Bangladeshi hotel chain could manage a hotel abroad owned by local investors),
4. **Joint Ownership** (equity partnership in a new local business).
 - For instance, if Walton wanted to enter India, it might form a joint venture with an Indian distributor – sharing ownership – to navigate the market and regulations.
- **Direct Investment:** setting up assembly or manufacturing facilities abroad. Highest commitment and risk, but often lower costs (if labor/inputs are cheaper there) and closer to market.
 - If Beximco Pharma builds a factory in Africa, that's direct investment.

✚ **Standardization vs Adaptation:** Not all marketing mix elements need to be adapted for each country, but many do. Standardized marketing means basically using the same strategy and mix in all markets (saves cost, consistent global brand image).

- Adapted marketing means adjusting to local tastes or conditions (costs more but might gain more market share).
- Most companies strike a balance – for example, Starbucks uses global branding. Still, it adapts flavors/store design to local culture (e.g., offers green tea latte in China, or more seating in China as locals linger longer in cafes).

✚ **Global product strategies:**

- ✓ Straight extension (no change),
- ✓ product adaptation (modify for local tastes, e.g., KFC in BD has spicier recipe),
- ✓ product invention (develop a new product for a market, e.g., a low-cost solar fridge for off-grid communities).

Similarly, for **promotion**, communication adaptation might be needed if cultural norms differ (advertising themes that work in the West might need tweaking in South Asia).

- **Global pricing:** subject to differences in tariffs, currency, and purchasing power. Issues like dumping (selling below cost in a foreign market to gain share) might be tested conceptually. Also, gray markets (unauthorized reselling across borders due to price differences) can occur.

- **Global distribution:** For Bangladeshi exporters, partnering with foreign distributors or establishing distribution centers is key.
 - E.g., Pran sets up its own distribution offices in some countries to ensure its juices reach ethnic stores.
- **Trade environment:** be aware of entities like WTO, regional FTAs (though Bangladesh, as an LDC, had GSP privileges which will fade as it graduates).

[Not sure if exam goes into WTO, but basic idea: WTO sets rules reducing tariffs, and blocs like EU, NAFTA (now USMCA), RCEP, etc., can ease trade among member countries while potentially raising barriers to non-members.]

7. Marketing in Bangladesh (বাংলাদেশে বিপণন)

Challenges (সমস্যা): Marketing consumer goods in Bangladesh faces infrastructure and distribution problems – poor rural roads, limited cold chains, and highly fragmented retail (millions of small shops) make it hard to reach customers consistently. Quality issues and adulteration have undermined trust (genuine brands stress BSTI certification to assure safety). Consumers are highly price-sensitive – many will switch brands for small discounts – making it difficult to build loyalty. In rural areas, low literacy and limited awareness necessitate educational marketing approaches (e.g., radio jingles, TV storytelling). Cultural barriers also exist (e.g., reluctance to buy baby food instead of home-cooked, or avoiding talk of death for life insurance). Economic constraints (periodic downturns, COVID effects, high import tariffs) further limit spending and raise costs.

Opportunities (সম্ভাবনা): Despite these challenges,

- Bangladesh's **huge young population** and growing middle class create a rapidly expanding market.
- Rising incomes are fueling new demand for better (not just cheaper) products – evident in the boom of branded goods and shopping malls.
- Digitalization is a game-changer: widespread smartphones and the internet have unlocked cheap online marketing and e-commerce. Now, even small businesses can advertise on Facebook or sell nationwide through platforms like Daraz and Chaldal.
- Digital wallets (bKash, Nagad) ease transactions. About half the population is still rural, but incomes there are rising (thanks to microfinance and rural development).
- Companies that crack rural distribution (e.g., small pack sizes, solar-powered devices) tap a massive new base. For example, PRAN sources from and sells to villages with affordable foods.

- Finally, Bangladesh's growing entrepreneurship and export focus (PRAN snacks abroad, Walton appliances overseas) mean local brands can expand globally with government support.

Exam Tip: Remember key problems vs opportunities. For example, a BCS question might ask: "Which of the following is a major marketing challenge in Bangladesh?" (Answer: poor distribution/infrastructure. Or ask to identify an opportunity (such as the digital boom or a rising middle class).

Key Institutions (প্রধান প্রতিষ্ঠান)

Several public bodies shape marketing in Bangladesh:

- **BSTI (Bangladesh Standards & Testing Institution):** The national standards body enforces quality/safety for products. BSTI certification (seal) is often mandatory for sale, assuring baseline quality. Marketers proudly display the BSTI mark to build trust. In effect, BSTI protects consumers from adulterated or unsafe goods, which raises overall confidence in branded products.
(MCQ Hint: BSTI → quality standards.)
- **EPB (Export Promotion Bureau):** Under the Commerce Ministry, EPB promotes Bangladesh's exports. It organizes trade fairs abroad, provides market research on foreign markets, and works to reduce trade barriers. For example, EPB might arrange for a jute manufacturer to exhibit in Germany or publish reports on Gulf demand for Halal foods. EPB also trains firms in export marketing and packaging. In short, EPB assists local companies in finding foreign buyers and enhancing their global marketing efforts.
- **EPZ (Export Processing Zones):** Special industrial zones (managed by BEPZA) offer incentives (tax breaks, duty-free imports, etc.) to firms producing for export. EPZs primarily enhance production infrastructure, which in turn strengthens export marketing. Many garment factories in EPZs make clothes for international brands under high standards; by doing so, EPZs indirectly bolster the "Made in Bangladesh" reputation. EPZ companies often sell on others' brands (OEM), but eventually some develop their own export brands (e.g., leather, ceramics). Thus, EPZs create a conducive environment for export-oriented marketing.
- **Stock Exchange (Capital Market):** Bangladesh has two leading exchanges (DSE, CSE). The stock market supports marketing in several ways. Companies raise capital by issuing shares, funding expansion, and large-scale marketing campaigns. For example, IPO proceeds can finance the construction of new factories and nationwide advertising to expand market share. Being listed also boosts a company's credibility (listed firms must meet disclosure rules), enhancing brand image in the eyes of consumers and partners. In a broader sense, a booming stock price in an industry (say telecom or pharmaceuticals) signals strong market potential and business confidence. (MCQ Hint: Stock Exchange → enables capital for marketing.)

Exam Tip: Know who is responsible for what. BSTI = product standards (Ministry of Industries). EPB = export promotion (trade fairs, info). EPZ = Export Processing Zones (incentives for manufacturers). Stock exchanges = capital markets aiding company growth and market image.

8. Retailing (খুচরা বিপণন)

Definition (সংজ্ঞা): Retailing includes “all activities involved in selling goods or services directly to final consumers for their personal, non-business use”. Retailers may operate physical stores or online channels.

- **Types of Retailers (ধরণ):** Retailers are classified by service level, product assortment, pricing, and organization:
 - *By Service Level:* **Self-service** (customers select on their own; e.g., most supermarkets like Shwapno, Agora) vs **Limited-service** (some staff assistance, e.g., electronics or clothing stores) vs **Full-service** (luxury/boutique stores offering personalized help, e.g., high-end jewelry outlets).
 - *By Product Line:* **Specialty stores** (narrow line, deep assortment – e.g. Bata shoe stores, a saree shop) vs **Department stores** (wide range of departments under one roof – akin to multi-category setups like Aarong) vs **Supermarkets** (large, low-cost high-volume grocery/household chains like Meena Bazar, Shwapno) vs **Convenience stores** (small local shops, long hours, limited high-turnover goods; in Bangladesh these include “mudir dokan” or new formats like the Army’s CSD outlets) vs **Category killers** (giant specialty chains dominating one category – none fully emerged in BD yet, though e.g. Best Electronics aims to dominate appliances).
 - *By Price:* **Discount stores** (low-price via high volume – not yet distinct in BD) vs **Off-price retailers** (sell surplus/overstock cheaply, e.g., factory outlets like Apex’s shoe outlet).
 - *By Organization:* **Corporate chains** (multiple outlets under one ownership, e.g., Shwapno’s ~60+ stores) vs **Franchises** (contractual chains, e.g., KFC, Pizza Hut outlets in BD) vs **Cooperatives/Voluntary chains** (groups of independents pooling buying power, e.g., some pharmacy buyer groups) vs **Independent retailers** (single-unit shops, still widespread in BD).
- **Retail Marketing Decisions:** Retailers must also apply the 4Ps strategically:
 - **Segmentation/Targeting/Positioning:** Define target customers (mass-market vs niche) and brand image. For example, *Aarong* targets higher-income urban buyers, positioning itself as a premium Bangladeshi crafts brand.

- **Product Assortment:** Decide the breadth and depth of merchandise. Many supermarkets mix local and imported goods to stand out from mom-and-pop shops.
 - **Services Mix:** Additional services like home delivery (Shwapno offers this via phone/app), loyalty programs (like Agora's member card), online shopping platforms, etc.
 - **Store Atmosphere:** Layout, lighting, décor – e.g., Aarong's stores use cultural décor, scent, special lighting to highlight crafts and create an “ethnic premium” ambience.
 - **Pricing Strategy:** Everyday low pricing vs high-low (frequent sales), markups. Some retailers aim for consistently low prices, while others regularly offer discounts.
 - **Promotion:** Retailers advertise via billboards, flyers, social media, and in-store promotions. For instance, Meena Bazar often puts up billboards when opening new outlets, and supermarkets use Facebook promotions or in-store samplings.
 - **Distribution (Place):** Location decisions (visibility, footfall, parking) are critical. Supermarkets cluster in dense urban areas, while convenience stores are typically located in residential neighborhoods. E-commerce is also growing (Shwapno and Meena have online channels).
- ✓ **Trends in Bangladesh:** Supermarkets and shopping malls are skyrocketing in cities, though they still represent a small share of overall retail. Home delivery and e-commerce are on the rise (Chaldal, Foodpanda Mart, Shwapno online). Modern mall culture (Bashundhara City, Jamuna Future Park) is bringing more international-style retail chains to BD.

Exam Tip: Recall examples. Specialty store (নির্দিষ্ট ধরনের দোকান) = narrow line deep assortment (e.g. Bata). Which P in retailing? (Answer: Place/distribution = store location).

9. Wholesaling (পাইকারী বিপণন)

Definition: Wholesalers are intermediaries who sell goods to other businesses (retailers, industrial users, institutions), not to end consumers. They bridge manufacturers and the many small retailers or users.

Functions: Key wholesaler functions include: bulk-breaking (buy in large lots, sell in smaller lots to retailers), **warehousing** (storing inventory), **transportation** (fast delivery), **financing** (extending credit to customers), **risk-bearing** (taking title and risk of stock), providing market **information** (feedback on what sells and competitor moves), and **management assistance** (training or helping retailers with merchandising).

Types of Wholesalers:

- **Merchant Wholesalers:** Take title to goods. In BD, most traditional distributors (e.g., a local salt distributor that buys from producers and resells to shops) are considered merchant wholesalers. They can be full-service (offering delivery, credit, merchandising help) or limited-service (e.g., cash-and-carry outlets where buyers self-service). Subtypes include *distributors, jobbers, rack jobbers*, etc.
 - **Brokers and Agents:** Do *not* take title. *Brokers* match buyers and sellers for a commission (common in commodities like tea); *agents* represent one party long-term (selling agents abroad, buying agents for importers, commission agents in jute/tea markets). In Bangladesh, commission agents are notable in jute and tea exports, and clearing/forwarding (C&F) agents help importers/exporters with documentation.
 - **Manufacturer/Retailer Branches:** Large firms sometimes set up their own wholesale operations (sales branches or warehouses) to directly serve markets instead of using independents. For example, Unilever operates its own distribution network in addition to independent distributors.
- **Wholesaler Marketing Decisions:** Wholesalers apply similar marketing planning to target retailers:
 - ✓ choosing segments (small corner shops vs big supermarket chains), product lines (general grocery vs specialized parts),
 - ✓ pricing (often small markups on high volume), and
 - ✓ promotion (few ads, more personal selling and trade shows).
 - ✓ They also pick warehouse locations strategically.

In Bangladesh, many wholesalers are family-run; some are adopting tech (mobile ordering, inventory software). However, with some large retailers buying direct, traditional wholesalers must focus on service to remain vital.

Quick Example: A wholesaler specializing in electronics parts in Dhaka (wholesale hub) would tailor its assortment to those products and offer technical inventory management assistance – that’s a merchant wholesaler strategy.

10. Market Logistics (বাজারের লজিস্টিকস)

Definition/Objectives: Market logistics (physical distribution) involves planning, implementing, and controlling the flow of goods from origin to consumption to satisfy customer requirements at a profit. The core objective is to deliver the right products, in the right quantities, to the right locations, at the right time, in the proper condition, and at the lowest total cost (balancing service and cost). In practice, logistics is about ensuring product availability and efficiency.

- **Key Decisions:**

- **Warehousing:** Determining how many warehouses (distribution centers), their size, and locations. Increasing the number of warehouses improves service speed but raises costs. Many Bangladeshi companies use one or two central warehouses (often near ports or Dhaka) and then regional depots (e.g. in Chattogram or Rajshahi) to cover all divisions. Cold storage is also critical for perishables (e.g. Golden Harvest's frozen foods).
- **Inventory Management:** Balancing stock levels: enough to avoid stockouts, but not so much as to tie up capital or risk obsolescence. Firms use demand forecasting and may implement Just-In-Time delivery where possible. Challenges include long lead times for imported inputs. Companies determine reorder points and safety stock (e.g., many FMCG firms maintain extra safety stock due to erratic demand and transportation delays).
- **Transportation:** Choosing modes and carriers: trucking is the backbone of domestic distribution in Bangladesh (improved roads like the Padma Bridge have shortened routes). Coastal shipping (e.g., barges carrying cement up the rivers) is also used. For exports, firms typically choose between air freight (fast but costly, such as for urgent garment shipments) and ocean freight (for general cargo). Some companies operate their own fleets for control (e.g., beverage makers with company trucks), while others hire third-party logistics (3PL) providers. The decision depends on cost vs speed trade-offs.
- **Logistics Information Management:** Using information systems to coordinate logistics. Large firms are increasingly using ERP (Enterprise Resource Planning) and barcode/GPS tracking. For example, a company might track its trucks via GPS or use electronic data interchange (EDI) with retailers. Bangladesh's customs digitization (ASYCUDA World) has also sped up cross-border movements.
- **Organizational Lessons:** Modern companies refine logistics through continuous improvement. For example, global leaders like Walmart utilize lean logistics to reduce waste; Bangladeshi firms have also adopted this approach. PRAN Foods famously built its own integrated distribution network (its own retail stores) to ensure product reach, illustrating vertical integration to solve logistic gaps. Many firms consider outsourcing to specialists or training supply-chain staff to gain efficiency.

Exam Tip: The classic logistics decisions are warehousing, inventory, transportation, and order processing. Recall: the goal of logistics is **service at minimum cost** – often phrased as getting “right product to right place/time at lowest total cost”.

Practice Questions (MCQs)

1. **Which of the following is a significant challenge for marketing consumer goods in Bangladesh?**
 - A. High consumer awareness of new products
 - B. Highly organized retail sector
 - C. Weak distribution infrastructure – **Correct** (roads and cold chain issues)
 - D. Insensitive pricing by competitors

Explanation: Bangladesh's distribution is fragmented (millions of small shops, poor rural roads), so C is the biggest challenge.

2. **BSTI in Bangladesh is primarily responsible for:**
 - A. Export promotion
 - B. Product quality and safety standards – **Correct**
 - C. Industrial development
 - D. Stock market regulation

Explanation: BSTI sets and enforces product standards. Mandatory BSTI certification (seal) assures consumers of quality.

3. **A *specialty store* retailer is best described as:**
 - A. Large supermarket with all categories
 - B. Narrow product line, deep assortment – **Correct**
 - C. High-volume discount retailer
 - D. Department store with multiple departments

Explanation: By definition, a specialty store carries a narrow line (e.g., only footwear) with a wide assortment of items in that line. For instance, Bata (shoes) fits this.

4. **Which wholesaler does not take title to goods?**
 - A. Merchant wholesaler
 - B. Manufacturer's sales branch
 - C. Broker or agent – **Correct**
 - D. Full-service distributor

Explanation: Brokers and agents facilitate sales but never own the product (they earn commissions). Merchant wholesalers do take title (they buy and resell).

5. **The main objective of physical distribution (market logistics) is to:**
 - A. Maximize transport use without cost concern
 - B. Deliver the right product to the right place/time/condition at the lowest total cost – **Correct**
 - C. Build as many warehouses as possible
 - D. Eliminate inventory entirely

Explanation: Logistics aims for service efficiency: having products in the right location/condition when needed, while minimizing total costs (a service-cost trade-off).

Study Tip: For concise review, focus on definitions and key lists: e.g., “types of retailers (4 bases)”, “wholesaler functions”, and “logistics decisions”. Use the above examples as mnemonics. For bilingual clarity, remember Bangladeshi examples (e.g., *mudir dokan* for convenience store, *Hara’s* or *Aarong* for branding examples).

[EXTRA TOPICS] Social Responsibility & Ethics:

- **Good to mention:** ethical marketing isn’t just a nicety – it’s required in the long run.
 - For example, suppose a company uses misleading packaging (such as under-filling or false claims of benefits). In that case, it may face legal penalties (as occurred in some food adulteration cases by BSTI) and lose public trust.
 - Bangladesh has faced issues such as the aggressive marketing of infant formula (in violation of the WHO code) and pharmaceutical marketing malpractices – regulators are keeping a close eye.
 - Ethical norms and practicing sustainable marketing (meeting the needs of consumers/businesses while preserving future generations’ ability to meet theirs) is the future.
 - E.g., companies adopting sustainable packaging, or cause-related marketing (sponsoring social causes linked to the brand, like Lifebuoy’s handwashing campaign, which both promotes soap and improves hygiene practices).

Examples of tying it together:

- **Grameenphone’s Strategy:** As market leader, GP’s strategic planning included extensive network investment (operational excellence) and broad segmentation offers (differentiation in services).
 - They expanded the market by reaching rural areas (market development), defended their share by constant promotion and service quality, and adhered to local regulatory conditions carefully (they had to when BTRC enforced regulations).
- **Small local firm strategy:** A small craft shop in Rajshahi might use focus differentiation – focusing only on high-quality Nakshi Kantha quilts for expatriate Bangladeshis. It’s a niche with possibly little competition but a loyal overseas customer base via online.

- **Competitive advantage in BD context:** Many Bangladeshi companies find success by leveraging unique local advantages
 - For instance, PRAN's competitive advantage partly stems from a deep understanding of local tastes (locals prefer its spicy tomato ketchup over sweeter imported ones), as well as a cost advantage through local sourcing and large-scale production (economies of scale in agro-processing).
 - Walton gained a cost advantage by local manufacturing and government support (lower import duties for raw materials, etc.), allowing it to undercut imported electronics prices.
 - bKash achieved an advantage by a trust network (BRAC's involvement) and focusing on both urban and rural adoption (early strategy) – an example of a focused strategy on the financial inclusion niche at first, which then became mainstream (now a quasi-leader in mobile finance worldwide in usage rates).

Exam style questions for this section:

- ✓ “What are the four broad growth strategies in the Product/Market Expansion Grid?” – list with short explanation (market penetration, development, product dev, diversification).
- ✓ “Differentiate between cost leadership and differentiation strategies.” – e.g., cost leader offers the lowest cost (often a lower price), differentiation offers unique superior value at a higher price. Could cite local examples, such as a Walmart vs. an Apple approach.
- ✓ “Give an example of a market challenger strategy.” – e.g., second-mover advantage: Red Bull entering the cola market indirectly by making a new category (energy drinks), or
- ✓ Banglalink is offering cheaper on-net call rates to attack GP's price-sensitive base (flank attack on price).
- ✓ “How can a market leader expand total demand?” – find new users (নতুন গ্রাহক), new uses (নতুন ব্যবহার), more usage (বাড়তি ব্যবহারের উৎসাহ) – e.g., baking soda company promoting new cleaning uses for the product to increase usage frequency.
- ✓ “What is market niching and why is it beneficial for smaller firms?” – define niche marketing: serving a specific segment with a tailored offer; beneficial because less competition, can charge a premium, and build expertise.
 - **Drawback:** the niche might be small or dry up. Possibly mention any Bangladeshi niche brand.

By preparing these strategic marketing concepts and examples, you'll be ready to answer both theoretical and applied questions in Part II of the exam. Always relate strategies back to the core goal: delivering value to target customers in a way competitors cannot easily match, thereby achieving sustainable competitive advantage (স্থিতিশীল প্রতিযোগিতামূলক শ্রেষ্ঠত্ব).

Now that we have covered the syllabus topics with suggestions and notes, we turn to some last-minute revision tips, reading techniques, and exam strategies to maximize your performance.

Last-Moment Revision Tips & Strategic Suggestions

1. Prioritize High-Weight Topics: In your final days, focus on topics that historically carry more marks. For BCS Marketing, core topics like Marketing Concepts, STP, Product & PLC, Marketing Mix (4Ps), and Branding are fundamental and likely to appear in both MCQ and written form. Additionally, Bangladesh marketing context examples are often featured in written questions – be prepared with 1-2 examples per major topic (e.g., a local brand for each concept). If specific chapters in the syllabus have a lot of subtopics (like “Marketing Strategy” covers many frameworks), list out key models or lists (e.g., Porter’s 5 forces, if relevant, or 4Ps) in bullet form on your cheat sheet for quick recall.

2. Use Memory Aids and Mnemonics: For quick recall of lists and frameworks, use mnemonic devices. For instance:

- Marketing Environment (Macro) – remember “PESTEL” (Political, Economic, Social, Technological, Environmental, Legal) to ensure you cover all macro factors in an answer.
- Consumer Adoption Factors: recall “RCCDC” (Relative advantage, Compatibility, Complexity, Divisibility, Communicability) – sounds like “আরসিসিডিসি” in Bangla for a quirky memory aid.
- Integrated Marketing Communications Steps: The lecture mnemonic “I Do Make Strong Coffee” was given for the communication development process (Identify audience, Determine objectives, Message design, Select channels, Collect feedback) – a fun way to lock in the sequence.
- Budget Methods: “APCO” for Affordable, Percentage-of-sales, Competitive-parity, Objective-and-task.
- 4Ps of Marketing Mix: If you ever blank out, just remember Product, Price, Place, Promotion – perhaps link it with a phrase or image (imagine the classic “marketing mix table” or think “পণ্য-মূল্য-বিতরণ-প্রচার” in Bangla).
- When memorizing definitions, try to underline or highlight key phrases. E.g., in the AMA marketing definition, highlight “creating value... building relationships... capturing value in return” – these are key terms examiners look for. Even if you can’t reproduce the definition verbatim, hitting those keywords can earn points.

3. **Practice Past Questions & Common Patterns:** Look at questions from previous BCS exams or sample questions (as we have included in the MCQ section). Notice patterns:

- MCQs often test conceptual understanding (e.g., identify the concept from a scenario, or pick the correct definition).
- Written questions might say “Discuss the importance of segmentation in marketing” or “Explain the marketing mix with examples.” Practice framing those answers within 8-10 minutes of writing time. Write bullet points for the answer in your revision notebook and see if you can expand each bullet into a sentence or two under exam conditions.
- Identify which topics you feel least confident about and quickly review summary diagrams or end-of-chapter summaries from Kotler’s book for those. For example, if marketing research or service marketing feels fuzzy, glance over a one-pager summary.

4. **Format Your Written Answers for Max Clarity:** In the written exam (subjective part), presentation counts. Format answers with:

- **Headings & Subheadings:** If a question has multiple parts, use subheadings to address each. E.g., “a) Differences between selling and marketing concepts”
- You might write “Selling Concept vs Marketing Concept:” as a mini heading, then bullet the differences.
- **Bullet Points or Numbered Lists:** Examiners often prefer point-wise answers for theoretical questions because it’s easier to mark. If a question asks to “List and explain the stages of PLC,” present them as 1,2,3,4 with brief explanations.
- Use the 3-5 sentence rule for explanation per bullet: enough to convey understanding but not so much that it becomes an essay in a paragraph form (unless the question specifically is an essay-style one, but even then, you can break into paragraphs with clear topic sentences).
- *Underline or highlight* key terms in your answer sheet (with pencil or pen). If you write “Core benefit, Actual Product, Augmented Product,” underline those terms. It helps the examiner quickly see that you hit the important points. However, do this judiciously – over-highlighting everything loses effect. Underline definitions or names of frameworks.
- *Diagrams & Tables:* A quick, well-labeled diagram can fetch marks and also save time writing. E.g., draw a simple PLC curve if asked about PLC – a labeled axis graph showing Introduction, Growth, Maturity, Decline with sales & profit curves. Or a table comparing two concepts (Production vs Marketing concept: column-wise comparisons of focus, means, and end). Since you only have a pen and paper, keep diagrams neat and straightforward. Examiners appreciate visual representations when relevant, as they provide clarity.

- **Examples:** Always try to include a short example to illustrate concepts, especially in a discussion-type answer. If the question is “What is marketing myopia?”, after defining, give an example (e.g., “e.g., a railway company focusing only on trains, not seeing itself in the transportation business, thereby missing out on airline competition”). It reinforces your understanding, and in BCS, written examples often earn credit. In the Bangladeshi context, local examples stand out – e.g., when explaining societal marketing, mention Unilever’s Lifebuoy campaign or PRAN’s efforts to develop nutrition-enriched foods for rural markets. This shows application skills.

5. **Time Management in the Exam:** Typically, you’ll have a fixed time (say 3 hours) to answer a number of questions. Allocate time by marks. If the subjective exam has, for example, 10 questions, each with 10 marks, plan ~15-18 minutes per 10-mark answer (leaving some time for checking). Stick to that limit. It’s better to write 10 decent answers than 7 excellent and leave 3 blank due to time. If one question is taking too long, jot down the remaining points in bullet form (so you at least get partial credit) and move on. You can return later if time permits to flesh out.

6. **For MCQ Exam:** 100 marks MCQ in preliminary (if applicable) means 100 questions in ~1 hour (if the pattern is like general BCS, perhaps 1 hour for 100 or 50 questions depending on mark distribution). That’s less than a minute each. Don’t get stuck on any one MCQ. If unsure, eliminate obvious wrong options and mark the likely one. There’s typically negative marking (e.g., -0.5 per wrong), so don’t wild guess if you can’t eliminate at least two options. It’s better to skip than to heavily risk it if you have no clue. However, if you can eliminate two out of four options, taking a calculated guess between the remaining two is statistically acceptable. Mark questions you skip, and if time remains, revisit them. Often, the information from another question might jog your memory for a previous one (exams sometimes have related questions or clues).

7. **Refresh Key Formulas/Calculations:** If any basic math could be tested (sometimes break-even analysis or simple profit calculations might come as part of marketing, though rare in BCS marketing). For safety, recall the formula for break-even volume = $\text{Fixed Cost} / (\text{Price} - \text{Variable Cost per unit})$ —or profit margin calculations. The syllabus doesn’t emphasize quantitative marketing, but a question on, say, “If a product’s cost is X and desired markup is Y%, what should be the price?” can appear. These are straightforward if you know the formula. Spend 5 minutes reviewing such formulas.

8. **The Last Day Revision:** On the final day or morning, don’t try to learn new lengthy topics. Focus on cramming the lists, definitions, and examples you already prepared. Skim this compendium’s headings and bullet points. Recite important points out loud or teach them to a friend – Feynman technique (explaining in simple terms) helps confirm you truly understand. If possible, glance at a model answer or two (maybe from a guidebook or past papers) to gauge the answer length and depth expected.

9. **Mental Prep and Confidence:** Go in confident – you’ve covered both breadth and depth. Remember, even if you hit a question that seems unfamiliar, break it down: often, you can relate it to something you know. For example, a question might use an uncommon term, “Holistic Marketing” – even if you didn’t study it explicitly, you can infer it means an integrated approach including all stakeholders (customer, employees, society, etc.) and write something logical. Marketing is a subject where logical reasoning and real-world examples can garner marks even if memory slips. Show an examiner you can think like a marketer. In summary, in the last moments, focus on key terms, key frameworks, and key examples. Visualize the exam: “If asked about X, I will talk about A, B, C.” This mental mapping helps you react faster in the exam. You’ve got the knowledge; now it’s about retrieval and presentation. A calm mind (perhaps a few deep breaths before starting the exam) and a strategic approach to answering will set you up for success.

Smart Reading Techniques & Exam-Focused Tricks

1. **Active Reading over Passive Reading:** Don’t just read the textbook or notes – engage with them. Use the SQ3R method: Survey, Question, Read, Recite, Review. For example, when reading Kotler’s chapter on pricing, first glance at headings (Survey), then turn them into questions (“What are the major pricing strategies?”), Then read actively to answer those questions, recite (summarize out loud or in writing without looking), and then review to see if you missed anything. This method improves retention greatly.
2. **Make Bilingual Keyword Notes:** Since this guide and exam prep is bilingual, maintain a glossary of important terms in English with Bangla equivalents or explanations. For example: - “Market Segmentation – বাজার বিভাজন: বাজারকে উপগুচ্ছ ভাগ করা, যেমন ভৌগোলিক, জনসংখ্যাগত ভিত্তিতে।” - “Competitive Advantage – প্রতিযোগিতামূলক শ্রেষ্ঠত্ব: এমন কোনও অনন্য সুবিধা যা প্রতিযোগীদের তুলনায় প্রতিষ্ঠানের অবস্থান মজবুত করে।” Writing these out helps memory, and in exam if a question is in English but you recall a concept in Bangla (or vice versa), you’ll quickly make the connection.
3. **Selective Memorization**
 - 80/20 Rule: Apply the Pareto principle – 20% of the material might give 80% of the value in answers. Identify those high-yield pieces of information: - Definitions of core concepts (marketing, brand, etc.).
 - Enumerated lists (5 orientations, 4Ps, five steps of consumer decision process, etc.).
 - Model names (BCG matrix categories, Ansoff strategies, Porter strategies) – sometimes just naming these fetches marks, then you explain briefly.

- Any data or example that is striking (e.g., “bKash has ~50 million users – indicating adoption success” – quoting that in an answer on adoption shows you’re updated and precise, though be careful only to use data if you remember accurately).

Instead of trying to memorize entire paragraphs, focus on those lists and definitions. Use flashcards or a mobile app (like Anki) if that suits you – create Q/A cards for key points (“Q: What are the stages of new product development? A: 1...8...”). Reviewing these repeatedly in short bursts (while commuting or in breaks) can cement them.

4. Structured Revision Schedule: In the weeks/days leading up, plan your revision in rounds:

- Round 1: Broad reading of all topics (to ensure no area is totally untouched).
- Round 2: Deeper revision of one part at a time (e.g., one day only marketing mix, another day only strategy topics), making concise notes or bullet lists.
- Round 3: Practice – take some MCQ quizzes, write outlines for possible broad questions. Check against materials if you missed points, then fill those gaps.
- Round 4 (Last 2-3 days): Quick scans of your condensed notes, formulas, and tricky bits. Resist diving into completely new material; instead, consolidate what’s likely to appear.

Create a checklist of topics and tick them off as you review, so you can track your progress. Include even smaller subtopics to ensure you don’t ignore something like “services marketing characteristics” – easy to forget if focusing only on big chapters.

5. Utilize Lecture Slides and Summaries: The lecture slides (like those provided in this compendium) are gold for revision because they condense the textbook. Focus on the bold or highlighted parts in slides – those are often the points lecturers emphasize for exams. For instance, if a slide lists “Key Definitions to Memorize: IMC, Communication Process, Promotion Mix Tools”, chances are an MCQ or short question will directly test one of those definitions. Ensure you can answer “What is IMC?” in one concise sentence.

6. Practice MCQs Efficiently: We have over 200 MCQs below – use them! Don’t just read the question and answer – cover the answer and options, and try to recall from memory first. If unsure, eliminate options like you would in an exam, then uncover the answer to check. For ones you get wrong or guess, mark them and revisit later. MCQs are great to uncover weak spots – e.g., if you repeatedly miss questions about marketing laws or specific examples, then you know to read that part again.

If you have access to past BCS marketing question papers, practice them in timed conditions. Even if you don’t, use our MCQ section as a mock exam: give yourself a 30-minute timer for 50 questions, see how you score, then analyze mistakes.

7. Manage Selective Study Guilt: There is a lot of material, and it’s easy to feel overwhelmed. Accept that you might not recall 100% of everything – and that’s okay. Aim to master the core 80%. For the less likely

or very detailed parts (like specifics of global marketing trade organizations or intricate calculations), get a general sense, but don't fret if you can't memorize all. It's better to walk into an exam confident in the fundamentals than anxious about obscure details. The BCS written often gives choices (e.g., answer any 5 of 8 questions), so even if one question is from a weaker area, you can avoid it if you've covered others strongly.

8. Cross-Check with Syllabus: Take the official syllabus outline for Marketing Parts I & II and cross-check if you have notes/understanding for each bullet. For example, if Part II mentions "Retailing, Wholesaling, and Logistics" (as seen in Lecture 10 topics), ensure you at least know what those are: Retailing (selling to final consumers – e.g., shops, supermarkets; key trends like superstores in BD), Wholesaling (selling to those buying for resale – distributors; mention types like merchants, brokers), Logistics (managing supply chain, transportation, warehousing). These might appear as short notes rather than complete essays, so a brief definition and example for each is sufficient. Doing this check prevents leaving any syllabus item completely untouched.

9. Reading in Blocks and Breaks: The brain remembers the beginning and end of study sessions better (serial position effect). Instead of one 3-hour slog, do focused 50-minute study sessions for one topic, take a 10-minute break (stretch, drink water, take a quick walk), then repeat the process. Each break refreshes you and creates more "start-end" points, which aid memory. This is especially crucial in the final week, when you're reviewing vast amounts of content – avoid burnout by pacing yourself.

10. Simulation and Self-Questioning: While reading any section, pause and simulate how you might be questioned on it. Ask yourself, "If I were an examiner, what could I ask from this?" For example, reading about branding strategies, you think they might ask, "What's the difference between line extension and brand extension?" So you ensure you can articulate that. Or, when reading about PLC, you guess an exam could ask, "What marketing strategies are appropriate in the maturity stage?" So, recall or note down 2-3 strategies (such as modifying product, markets, or marketing mix). This practice not only prepares you for likely questions but also deepens your understanding, as you actively process information rather than passively.

Bonus – Leverage Group Study (if possible): Discussing with peers (even over phone or social media) can expose you to different perspectives or mnemonic hacks they use. Teaching a friend a topic is a quick test of how well you know it. If you can clearly explain "Why segmentation is needed" in Bangla to a friend and answer their follow-up questions, you're solid. Just ensure group study stays focused on exchanging knowledge, not fueling panic. Quiz each other on MCQs or ask a friend to throw you any term for you to define impromptu – a fun way to test recall.

By employing these innovative techniques, you'll make your study time more effective and enter the exam hall well-prepared. Remember, quality of study trumps quantity – understanding concepts, practicing

retrieval, and honing answer delivery are the trifecta for exam success in marketing. You now have all the tools: a strong knowledge base from this guide and techniques to harness that knowledge under exam conditions.

Best of luck –

200+ Multiple Choice Questions for 49th BCS Special Marketing (বিপণন) 2025

Marketing Concepts and Company Orientation

6. Which company orientation focuses on identifying and satisfying consumer needs better than competitors? গ্রাহকের চাহিদা শনাক্ত করে সেটি প্রতিযোগীদের চেয়ে ভালভাবে পূরণে মনোনিবেশ করে এমন কোম্পানির কোন দৃষ্টিভঙ্গি?
- A. Production concept (উৎপাদন ধারণা)
 - B. Selling concept (বিক্রয় ধারণা)
 - C. Marketing concept (বিপণন ধারণা)
 - D. Societal marketing concept (সমাজ-কেন্দ্রিক বিপণন ধারণা)

Answer: C

Explanation: The marketing concept centers on fulfilling customer needs through integrated efforts, aiming for long-term customer satisfaction.

7. Which marketing orientation emphasizes social and environmental considerations along with customers' needs? গ্রাহকের চাহিদার পাশাপাশি সামাজিক ও পরিবেশগত দিক বিবেচনাকে গুরুত্ব দেয় এমন বিপণন দৃষ্টিভঙ্গি কোনটি?
- A. Production concept (উৎপাদন ধারণা)
 - B. Customer concept (গ্রাহক-ভাবনা)
 - C. Marketing concept (বিপণন ধারণা)
 - D. Societal marketing concept (সমাজ-কেন্দ্রিক বিপণন ধারণা)

Answer: D

Explanation: The societal marketing concept adds consideration of society's welfare to the traditional marketing focus on customer needs.

8. Which concept assumes that consumers prefer products that offer the highest quality, performance, or innovation? কোন ধারণাটি ধরে যে ভোক্তারা এমন পণ্য পছন্দ করবে যা সর্বোচ্চ গুণমান, কার্যকারিতা বা উদ্ভাবনী বৈশিষ্ট্য প্রদান করে?
- A. Production concept (উৎপাদন ধারণা)
 - B. Product concept (পণ্য ধারণা)
 - C. Marketing concept (বিপণন ধারণা)
 - D. Customer concept (গ্রাহক-ভাবনা)

Answer: B

Explanation: The product concept assumes consumers favor the highest quality or innovative products. Companies focusing on this concept invest in product improvements.

9. Which concept relies on aggressive selling and promotion to achieve sales goals, often neglecting customer needs? কোন ধারণাটি বেশি বিক্রয় এবং প্রচারের ওপর নির্ভর করে আর্থিক লক্ষ্য পূরণে, প্রায়শই গ্রাহকের চাহিদা অবহেলা করে?

A. Production concept (উৎপাদন ধারণা)
B. Selling concept (বিক্রয় ধারণা)
C. Marketing concept (বিপণন ধারণা)
D. Societal marketing concept (সমাজ-কেন্দ্রিক বিপণন ধারণা)

Answer: B

Explanation: The selling concept is based on aggressive promotion and sales tactics to sell existing products. It often overlooks customer needs and satisfaction.

10. The concept that emphasizes understanding and meeting individual customer needs and building long-term relationships is known as the ___. যে ধারণাটি গ্রাহকের ব্যক্তিগত চাহিদা বোঝা এবং দীর্ঘমেয়াদী সম্পর্ক গড়ে তোলার ওপর জোর দেয়, তাকে কী বলে?

A. Product concept (পণ্য ধারণা)
B. Selling concept (বিক্রয় ধারণা)
C. Customer concept (গ্রাহক-ভাবনা)
D. Societal marketing concept (সমাজ-কেন্দ্রিক বিপণন ধারণা)

Answer: C

Explanation: The customer concept emphasizes tailored offerings and fostering strong customer relationships to meet individual needs.

11. According to the societal marketing concept, companies should consider which additional factor when making marketing decisions? সমাজ-কেন্দ্রিক বিপণন ধারণা অনুসারে, বিপণন সিদ্ধান্ত নেবার সময় কোম্পানিগুলোকে কোন অতিরিক্ত দিক বিবেচনা করতে হয়?

A. Only short-term profits (শুধুমাত্র স্বল্পমেয়াদী লাভ)
B. Competitor strategies (প্রতিদ্বন্দ্বীর কৌশলসমূহ)
C. Long-term social welfare (দীর্ঘমেয়াদী সামাজিক কল্যাণ)
D. Product features (পণ্যের বৈশিষ্ট্য)

Answer: C

Explanation: The societal marketing concept adds long-term social welfare to the focus on customer satisfaction and profitability.

12. Which of the following best defines marketing? (নিম্নলিখিত কোনটি মার্কেটিং-এর সবচেয়ে ভাল সংজ্ঞা?)

A. The process of creating, communicating, and delivering value to customers, and managing customer relationships / গ্রাহকদের জন্য মূল্য সৃষ্টি, যোগাযোগ, এবং সরবরাহ করে গ্রাহক সম্পর্ক ব্যবস্থাপনা করার প্রক্রিয়া

B. The activity of selling and advertising products to maximize short-term sales / স্বল্পমেয়াদে বিক্রয় সর্বাধিক করতে পণ্য বিক্রি ও বিজ্ঞাপন করার কার্যক্রম

C. Developing the highest-quality products and assuming customers will automatically want them / সর্বোচ্চ গুণগতমানের পণ্য তৈরি এবং ধরে নেওয়া যে গ্রাহকরা তা স্বয়ংক্রিয়ভাবে চাইবে

D. Conducting any actions necessary to maximize company profit, regardless of customer needs / গ্রাহকের চাহিদা নির্বিশেষে কোম্পানির লাভ বৃদ্ধির জন্য প্রয়োজনীয় যেকোনো কার্যক্রম পরিচালনা করা

Correct Answer: A

Explanation: Marketing is a customer-focused process of creating, communicating, and delivering value to customers, while also building relationships – not just selling products or advertising.

13. “Needs” in marketing are best described as a state of felt deprivation in a person. What does this refer to?

মার্কেটিং পরিভাষায় “প্রয়োজন” বলতে একজন ব্যক্তির ক্ষেত্রে অনুভূত ঘাটতির অবস্থাকে বোঝায়। এটি কী নির্দেশ করে?

- A. Need / প্রয়োজন
- B. Want / আকাঙ্ক্ষা
- C. Demand / চাহিদা
- D. Desire / বাসনা

Correct Answer: A

Explanation: A need is a basic human requirement or deprivation (for example, hunger for food). Wants are the specific forms of these needs, and demands are wants backed by purchasing power.

14. Human needs take shape as they are influenced by culture and individual personality. What do we call this shaped form of needs?

মানবীয় প্রয়োজন সংস্কৃতি ও ব্যক্তিত্বের প্রভাবে বিশেষ রূপ নেয়। এই রূপকে আমরা কী বলি?

- A. Need / প্রয়োজন
- B. Want / আকাঙ্ক্ষা
- C. Demand / চাহিদা
- D. Value / মূল্য

Correct Answer: B

Explanation: A want is a need shaped by culture and personality – a particular desire for a specific product (for example, wanting ভাত (rice) in one culture versus bread in another).

15. When an individual’s want is backed by purchasing power and willingness to pay, it becomes a: কোনো ব্যক্তির আকাঙ্ক্ষা যখন ক্রয়ক্ষমতা ও পরিশোধের ইচ্ছাশক্তি দ্বারা সমর্থিত হয়, তখন এটি কীতে পরিণত হয়?

- A. Market / বাজার
- B. Demand / চাহিদা
- C. Value / মূল্য
- D. Segmentation / বিভাজন

Correct Answer: B

Explanation: When a consumer has both a desire for something and the ability and willingness to pay for it, that want turns into a demand.

16. In marketing, “exchange” refers to:

বিপণনে “বিনিময়” বলতে কী বোঝায়?

A. The mutually beneficial trade of value between two parties / দুই পক্ষের মধ্যে মূল্যের পারস্পরিক বিনিময়

B. The process of dividing a broad market into segments / বৃহৎ বাজারকে ক্ষুদ্র খণ্ডে বিভক্ত করার প্রক্রিয়া

C. A company’s focus on internal cost reduction strategies / কোম্পানির অভ্যন্তরীণ ব্যয় হ্রাস কৌশল

D. None of the above / উপরোক্ত কোনোটিই নয়

Correct Answer: A

Explanation: Exchange is the act of obtaining a desired object from someone by offering something of value in return. It is a core marketing concept where both buyer and seller trade value (for example, money for a product).

17. A market, in marketing terms, is best described as:

বিপণনে বাজার (Market) শ্রেষ্ঠভাবে বর্ণনা করে:

A. The set of all actual and potential buyers of a product or service / কোনো পণ্য বা সেবার সববর্তমান ও সম্ভাব্য ক্রেতাদের সমষ্টি

B. A physical location where goods are bought and sold / পণ্য ক্রয়-বিক্রয় হওয়া একটি ভৌত স্থান

C. A collection of shops and stalls selling similar goods / একই ধরনের পণ্য বিক্রির দোকান ও স্টলের সমষ্টি

D. The industry or companies producing a certain category of product / একটি নির্দিষ্ট শ্রেণীর পণ্য উৎপাদনকারী শিল্প বা কোম্পানির সমষ্টি

Correct Answer: A

Explanation: In marketing, a market means the group of all actual and potential buyers for a product or service. It encompasses anyone interested in and able to buy the product, not just a physical marketplace.

18. The concept of “marketing myopia” in marketing refers to:

বিপণনে “মার্কেটিং মায়োপিয়া” ধারণাটি কি বুঝায়?

A. A short-sighted focus on a company’s own products rather than underlying customer needs / কোম্পানির নিজস্ব পণ্যগুলোর প্রতি সংকীর্ণ দৃষ্টিসম্পন্ন মনোযোগ, গ্রাহকের বুনীয়াদি চাহিদার পরিবর্তে

B. A strategy of maximizing sales at the expense of customer relationships / দীর্ঘমেয়াদী গ্রাহক সম্পর্কের ক্ষতির বিনিময়ে স্বল্পমেয়াদে বিক্রয় সর্বাধিকের কৌশল

C. The risk of diversifying into too many unrelated product lines / অত্যধিক অপ্রাসঙ্গিক পণ্য লাইনে বৈচিত্র্য আনায়নের ঝুঁকি

D. Marketing exclusively to a very narrow niche customer segment / একটি অত্যন্ত সংকীর্ণ নিছ (নিশ) বাজারে বিপণন করা

Correct Answer: A

Explanation: Marketing myopia refers to a firm's short-sighted focus on its own products and

immediate needs, rather than on the actual needs of its customers. For example, a railroad company thinks it is in the train business, rather than the broader transportation business.

19. A company philosophy that prioritizes mass production and low cost – assuming consumers will favor widely available, affordable products – is known as the: (যে কোম্পানির দর্শনটি ব্যাপক উৎপাদন এবং কম খরচকে অগ্রাধিকার দেয় – ধরে নেয় যে ভোক্তারা সহজলভ্য এবং সাশ্রয়ী মূল্যের পণ্য পছন্দ করবে – সেটি কোন নামে পরিচিত?)

A. Production concept / উৎপাদন ধারণা
B. Product concept / পণ্য ধারণা
C. Selling concept / বিক্রয় ধারণা
D. Societal marketing concept / সামাজিক বিপণন ধারণা

Correct Answer: A

Explanation: The production concept assumes consumers favor products that are affordable and widely available. Companies with this philosophy focus on high production efficiency and broad distribution to lower costs.

20. When a company concentrates on making superior products with the most innovative features – even if it may ignore whether those products truly meet customer needs – the company is following the: (যখন একটি প্রতিষ্ঠান সবচেয়ে উদ্ভাবনী বৈশিষ্ট্যসহ উৎকৃষ্ট পণ্য তৈরি করায় মনোনিবেশ করে – যদিও হয়তো গ্রাহকের আসল চাহিদা পূরণ করছে কি না তা তারা উপেক্ষা করে – তখন প্রতিষ্ঠানটি নিচের কোন ধারণাটি অনুসরণ করছে?)

A. Product concept / পণ্য ধারণা
B. Selling concept / বিক্রয় ধারণা
C. Marketing concept / বিপণন ধারণা
D. Societal marketing concept / সামাজিক বিপণন ধারণা

Correct Answer: A

Explanation: The product concept assumes that consumers favor products offering the best quality and innovation. Companies with this focus invest heavily in product development and improvement, sometimes at the risk of overlooking true customer needs.

21. A company that relies on aggressive selling and promotion to gain customers – operating under the assumption that consumers will not buy enough unless pushed – is practicing the: (যে কোম্পানি আক্রমণাত্মক বিক্রয় ও প্রচারের উপর নির্ভর করে গ্রাহক অর্জন করে – ধরে নেয় যে ভোক্তারা যথেষ্ট পণ্য কিনবে না যদি জোর করে বিক্রি না করা হয় – সে প্রতিষ্ঠানটি কোন ধারণা অনুসরণ করছে?)

A. Production concept / উৎপাদন ধারণা
B. Selling concept / বিক্রয় ধারণা
C. Marketing concept / বিপণন ধারণা
D. Societal marketing concept / সামাজিক বিপণন ধারণা

Correct Answer: B

Explanation: The selling concept focuses on creating sales transactions via aggressive promotion. It

operates on the idea that customers need to be pushed to buy; thus, the company emphasizes heavy selling efforts over understanding customer needs.

22. The marketing concept emphasizes:

বিপণন ধারণা বিশেষভাবে নিচের কোন বিষয়ে গুরুত্ব দেয়?

A. Identifying and satisfying customer needs and wants / গ্রাহকের চাহিদা ও আকাঙ্ক্ষা চিহ্নিত করা এবং পূরণ করা

B. Maximizing short-term sales without regard for customer satisfaction / গ্রাহক সন্তুষ্টি বিবেচনা না করে স্বল্পমেয়াদী বিক্রয় সর্বাধিক করা

C. Achieving high production volume and low unit cost / উচ্চ উৎপাদন পরিমাণ এবং কম ইউনিট খরচ অর্জন করা

D. Relying solely on heavy advertising and sales promotions / কেবলমাত্র ব্যাপক বিজ্ঞাপন ও প্রচারণার উপর নির্ভর করা

Correct Answer: A

Explanation: The marketing concept holds that a firm's success depends on understanding and meeting the needs and wants of target customers better than competitors. It's a customer-centered, "outside-in" approach (finding what consumers want first, then making it).

23. Which company philosophy goes beyond the traditional marketing concept by including a concern for society's long-term welfare?

কোন কোম্পানির দর্শন প্রচলিত বিপণন ধারণার সীমা ছাড়িয়ে গিয়ে সমাজের দীর্ঘমেয়াদি মঙ্গলকেও বিবেচনায় নেয়?

A. Customer (marketing) concept / কাস্টমার বা মার্কেটিং ধারণা

B. Societal marketing concept / সামাজিক বিপণন ধারণা

C. Product concept / পণ্য ধারণা

D. Selling concept / বিক্রয় ধারণা

Correct Answer: B

Explanation: The societal marketing concept expands on the marketing concept by adding social welfare to the mix. It seeks to deliver value to customers in a way that also benefits society's long-term well-being.

24. The "customer concept" (considered an extension of the marketing concept) emphasizes:

"কাস্টমার ধারণা" (বিপণন ধারণার সম্প্রসারিত রূপ হিসেবে বিবেচিত) নিচের কোন বিষয়ে গুরুত্ব দেয়?

A. Serving individual customer needs better than competitors do / প্রতিযোগীদের তুলনায় পৃথক গ্রাহকের চাহিদা উন্নতভাবে পূরণ করা

B. Focusing on product quality over customer preferences / গ্রাহকের পছন্দের চেয়ে পণ্যের গুণগত মানকে বেশি গুরুত্বপূর্ণ মনে করা

C. Attracting all possible customers through aggressive tactics / আগ্রাসী কৌশলের মাধ্যমে সম্ভাব্য সব গ্রাহককে আকর্ষণ করা

D. Reducing production costs above everything else / অন্য সবকিছুর চেয়ে উৎপাদন খরচ কমানোকে সর্বোচ্চ গুরুত্ব দেয়া

Correct Answer: A

Explanation: The customer concept extends the marketing concept by tailoring products and services to individual customers or specific segments. The goal is to satisfy each targeted customer very well (often through one-to-one marketing), which builds strong loyalty.

Marketing Environment

1. Which of the following is considered an actor in the microenvironment of a company?

নিম্নলিখিতগুলির মধ্যে কোনটি একটি কোম্পানির ক্ষুদ্র-পরিবেশের অংশ বলে বিবেচিত হয়?

- A. Competitors (প্রতিদ্বন্দ্বী)
- B. Political forces (রাজনৈতিক শক্তি)
- C. Technological trends (প্রযুক্তিগত প্রবণতা)
- D. Demographic shifts (জনসংখ্যাগত পরিবর্তন)

Answer: A

Explanation: Competitors are actors within the microenvironment, whereas political, technological, and demographic factors comprise the macroenvironment.

2. Wholesalers and retailers are examples of which microenvironment actors? হোলসেলার এবং রিটেইলার

কোম্পানির ক্ষুদ্র-পরিবেশের কোন ভূমিকার উদাহরণ?

- A. Marketing intermediaries (বিপণন মধ্যস্থতাকারী)
- B. Suppliers (সরবরাহকারী)
- C. Publics (জনসম্পর্ক)
- D. Company management (কোম্পানির ব্যবস্থাপনা)

Answer: A

Explanation: Wholesalers and retailers are marketing intermediaries that facilitate the movement of products from producers to consumers, a key component of the microenvironment.

3. Which of the following is **NOT** typically part of a firm's microenvironment? নিম্নলিখিত কোনটি সাধারণত

একটি প্রতিষ্ঠানের ক্ষুদ্র-পরিবেশের অংশ নয়?

- A. Customers (গ্রাহক)
- B. Suppliers (সরবরাহকারী)
- C. Advertising agencies (বিজ্ঞাপন সংস্থা)
- D. Climate (জলবায়ু)

Answer: D

Explanation: Customers, suppliers, and advertising agencies (marketing intermediaries) are key elements of the microenvironment. Climate is part of the macroenvironment.

4. Which type of organization in the microenvironment provides financial resources to companies?

ক্ষুদ্র-পরিবেশের কোন ধরনের প্রতিষ্ঠান কোম্পানিগুলিকে আর্থিক সম্পদ সরবরাহ করে?

- A. Bank (ব্যাংক)
- B. Competitor (প্রতিদ্বন্দ্বী)

- C. Public Relations Agency (জনসম্পর্ক সংস্থা)
D. Government Ministry (সরকারি মন্ত্রণালয়)

Answer: A

Explanation: Banks provide financial resources and are considered part of the microenvironment (financial publics). Competitors and intermediaries are also micro, but PR agencies and ministries are macro/public.

5. Which of the following factors is a macroenvironmental force? নিম্নলিখিত কোনটি মৌলিক (ম্যাক্রো) পরিবেশগত বল?

- A. Retailer (খুচরা ব্যবসায়ী)
B. Economic conditions (অর্থনৈতিক পরিস্থিতি)
C. Supplier (সরবরাহকারী)
D. Wholesaler (হোলসেলার)

Answer: B

Explanation: Economic conditions are a key component of the macroenvironment. Retailers, suppliers, and wholesalers are key actors in the microenvironment.

6. In the Bangladeshi market, a rapidly growing population is an example of which macroenvironmental force? বাংলাদেশী বাজারে দ্রুত বৃদ্ধি পাচ্ছে এমন জনসংখ্যা কোন মৌলিক-পরিবেশগত বলের উদাহরণ?

- A. Economic force (অর্থনৈতিক বল)
B. Technological force (প্রযুক্তিগত বল)
C. Demographic force (জনসংখ্যাগত বল)
D. Political force (রাজনৈতিক বল)

Answer: C

Explanation: A rapidly growing population is a demographic force, a major category of the macroenvironment.

7. Which macroenvironmental force relates to natural resources and environmental issues? প্রাকৃতিক সম্পদ এবং পরিবেশগত বিষয়গুলির সাথে সম্পর্কিত কোন মৌলিক-পরিবেশগত বল?

- A. Technological force (প্রযুক্তিগত বল)
B. Natural force (প্রাকৃতিক বল)
C. Sociocultural force (সাংস্কৃতিক বল)
D. Economic force (অর্থনৈতিক বল)

Answer: B

Explanation: The natural environment includes natural resources and environmental issues (e.g., climate change, resource scarcity).

8. Cultural trends affecting consumer behavior fall under which macroenvironmental category? ভোক্তা আচরণকে প্রভাবিত করা সাংস্কৃতিক প্রবণতাগুলি কোন মৌলিক-পরিবেশগত বিভাগের অন্তর্ভুক্ত?

- A. Economic (অর্থনৈতিক)

- B. Technological (প্রযুক্তিগত)
- C. Sociocultural (সাংস্কৃতিক)
- D. Political-legal (রাজনৈতিক-বৈধ)

Answer: C

Explanation: Cultural and social trends are part of the sociocultural (social-cultural) environment.

9. Advances in information technology are an example of which macroenvironmental force? তথ্য প্রযুক্তির অগ্রগতি কোন মৌলিক-পরিবেশগত বলের উদাহরণ?

- A. Political-legal force (রাজনৈতিক-বৈধ বল)
- B. Technological force (প্রযুক্তিগত বল)
- C. Demographic force (জনসংখ্যাগত বল)
- D. Economic force (অর্থনৈতিক বল)

Answer: B

Explanation: Advances in IT are part of the technological environment, a major macroenvironment force.

10. The passage of a new labor law in Bangladesh is an example of which macroenvironmental force? বাংলাদেশে একটি নতুন শ্রম আইন প্রণয়ন কোন মৌলিক-পরিবেশগত বলের উদাহরণ?

- A. Cultural force (সাংস্কৃতিক বল)
- B. Political-legal force (রাজনৈতিক-বৈধ বল)
- C. Economic force (অর্থনৈতিক বল)
- D. Technological force (প্রযুক্তিগত বল)

Answer: B

Explanation: A new labor law is a political-legal force (governmental/legal change) affecting the macroenvironment.

11. Which of the following is NOT part of a company's microenvironment? (নিম্নলিখিত কোনটি কোনো কোম্পানির সূক্ষ্মপরিবেশের (microenvironment) অংশ নয়?)

- A. Suppliers / সরবরাহকারী
- B. Economic forces / অর্থনৈতিক শক্তি
- C. Competitors / প্রতিযোগী
- D. Marketing intermediaries / বিপণন মধ্যস্থতাকারীগণ

Correct Answer: B

Explanation: The microenvironment consists of actors close to the company (suppliers, intermediaries, competitors, customers, publics). Economic forces are part of the broader macroenvironment, not the immediate microenvironment.

12. Marketing intermediaries help a company promote, sell, and distribute its products. Which of the following is NOT considered a marketing intermediary?

বিপণন মধ্যস্থতাকারীগুলো কোনো কোম্পানিকে তার পণ্য প্রচার, বিক্রি ও বিতরণ করতে সাহায্য করে। নিচের কোনটি বিপণন মধ্যস্থতাকারী হিসেবে গণ্য নয়?

- A. Resellers (wholesalers, retailers) / পুনর্বিক্রেতা (পাইকার, খুচরা বিক্রেতা)
- B. Physical distribution firms (logistics & transport companies) / পরিবহন ও লজিস্টিক কোম্পানি
- C. Publics (media, government, local community, etc.) / জনমণ্ডলী (গণমাধ্যম, সরকার, স্থানীয় সম্প্রদায় ইত্যাদি)
- D. Marketing services agencies (advertising, research firms) / বিপণন সেবা সংস্থা (বিজ্ঞাপন, গবেষণা প্রতিষ্ঠান)

Correct Answer: C

Explanation: Marketing intermediaries include resellers, distribution firms, marketing services agencies, and financial intermediaries. Publics (media, government, community groups) have an interest in the company, but they are not intermediary middlemen; they are separate microenvironmental actors.

13. Which of the following factors is a macroenvironmental force? (নিম্নলিখিত কোনটি বৃহৎপরিবেশগত (macroenvironmental) শক্তি?)
- A. Marketing intermediaries / বিপণন মধ্যস্থতাকারীগণ
 - B. Economic conditions / অর্থনৈতিক পরিস্থিতি
 - C. Customer preferences / গ্রাহকের পছন্দসমূহ
 - D. Competitive rivals / প্রতিযোগী কোম্পানিগণ

Correct Answer: B

Explanation: Macroenvironmental forces impact the broader external environment. Economic conditions (e.g., inflation, growth) are part of the macroenvironment. The others (intermediaries, customers, competitors) are in the microenvironment.

14. Which of the following is **NOT** a macroenvironmental factor?
নিম্নলিখিত কোনটি বৃহৎপরিবেশগত (macroenvironmental) উপাদান নয়?
- A. Technological forces / প্রযুক্তিগত শক্তি
 - B. Socio-cultural forces / সামাজিক-সাংস্কৃতিক শক্তি
 - C. Retailer networks / খুচরা বিক্রেতাদের জাল
 - D. Demographic forces (population trends) / জনসংখ্যাগত শক্তি (জনসংখ্যার ধারা)

Correct Answer: C

Explanation: Macro factors include technological, socio-cultural, economic, political-legal, and natural (environmental) forces. Retailer networks are part of the microenvironment (marketing channels), not a macro factor.

15. Which of the following is an example of a public in a company's microenvironment? (কোনো প্রতিষ্ঠানের সূক্ষ্মপরিবেশের (microenvironment) উদাহরণ হিসেবে নিচের কোনটি গণমণ্ডলীর (publics) অন্তর্ভুক্ত?)
- A. A competitor company / প্রতিযোগী কোম্পানি
 - B. A government regulatory agency / সরকারি নিয়ন্ত্রক সংস্থা
 - C. A financial institution (bank) / আর্থিক প্রতিষ্ঠান (ব্যাংক)
 - D. A local community group / স্থানীয় সম্প্রদায় গোষ্ঠী

Correct Answer: D

Explanation: 'Publics' are groups that affect or are affected by the company (e.g., media, community, government). A local community group is an example of a public. Competitors and financial institutions are not classified as publics (competitors are part of the microenvironment, and banks can be intermediaries).

16. PESTEL analysis is commonly used to evaluate macroenvironmental forces. Which of the following factors is included in a PESTEL analysis? (PESTEL বিশ্লেষণ বড় পরিবেশগত শক্তি মূল্যায়নের জন্য ব্যবহৃত হয়। নিচের কোনটি PESTEL বিশ্লেষণের অন্তর্ভুক্ত?)

- A. Cultural trends / সাংস্কৃতিক প্রবণতা
- B. Competitor promotional budgets / প্রতিযোগীদের প্রচার বাজেট
- C. Retail distribution arrangements / খুচরা বিতরণ ব্যবস্থা
- D. Company's internal resources / প্রতিষ্ঠানের অভ্যন্তরীণ সম্পদ

Correct Answer: A

Explanation: PESTEL covers Political, Economic, Socio-cultural, Technological, Environmental, and Legal forces. Cultural (socio-cultural) trends are a macro factor. The others are micro factors or internal to the company.

Market Segmentation and Targeting

1. Market segmentation is best defined as __. বাজার বিভাজনের সবচেয়ে সঠিক সংজ্ঞা হল?
- A. Dividing a market into subgroups with distinct needs (একটি বাজারকে পৃথক প্রয়োজন ও বৈশিষ্ট্যের অধীনে উপ-গোষ্ঠীতে ভাগ করা)
 - B. Focusing on a single target market (একটি নির্দিষ্ট লক্ষ্যবাজারে মনোনিবেশ করা)
 - C. Offering one product to all consumers (সমস্ত ভোক্তাকে একটি পণ্য অফার করা)
 - D. Setting prices based on segments (বিভাগ অনুসারে মূল্য নির্ধারণ করা)

Answer: A

Explanation: Market segmentation is dividing a market into groups of customers with distinct needs and characteristics.

2. Segmenting a consumer market by age, income, and education is an example of __ segmentation. বয়স, আয়, এবং শিক্ষা অনুযায়ী ভোক্তা বাজারকে ভাগ করা কোন ধরনের বিভাজনের উদাহরণ?
- A. Geographic (ভৌগলিক)
 - B. Demographic (জনসংখ্যাতাত্ত্বিক)
 - C. Psychographic (মনস্তাত্ত্বিক)
 - D. Behavioral (আচরণগত)

Answer: B

Explanation: Age, income, and education are demographic variables used for demographic segmentation.

3. Which of the following is NOT a requirement for effective market segmentation? কার্যকর বাজার বিভাজনের জন্য নিম্নলিখিত কোনটি আবশ্যিক হিসাবে বিবেচিত নয়?

- A. Measurability (পরিমাপযোগ্যতা)
- B. Substantiality (পর্যাপ্ততা)
- C. Accessibility (প্রবেশযোগ্যতা)
- D. Spontaneity (স্বতঃস্ফূর্ততা)

Answer: D

Explanation: Effective segments must be measurable, substantial, accessible, differentiable, and actionable. 'Spontaneity' is not a requirement.

4. Selecting one or more market segments to serve with a distinct offer is known as __. একটি বা একাধিক বাজার উপ-গোষ্ঠীকে আলাদা অফার দিয়ে পরিবেশন করা কোন প্রক্রিয়া নামে পরিচিত?
- A. Market segmentation (বাজার বিভাজন)
 - B. Market targeting (লক্ষ্য বাজার নির্ধারণ)
 - C. Market positioning (বাজারে অবস্থান নির্ধারণ)
 - D. Market research (বাজার গবেষণা)

Answer: B

Explanation: Selecting segments to serve is a form of market targeting. Positioning comes after targeting, and segmentation is before targeting.

5. Which targeting strategy involves serving the entire market with one marketing mix (mass marketing)? কোন লক্ষ্যবাজার কৌশলে একক বিপণন মিশ্রণের মাধ্যমে সমগ্র বাজারকে পরিবেশন করা হয় (ম্যাস মার্কেটিং)?
- A. Differentiated targeting (বিভাজিত লক্ষ্যবাজার নির্ধারণ)
 - B. Niche targeting (নিচ লক্ষ্যবাজার নির্ধারণ)
 - C. Undifferentiated (mass) targeting (অবিভাজিত (ম্যাস) লক্ষ্যবাজার নির্ধারণ)
 - D. Micro-targeting (ক্ষুদ্র লক্ষ্য নির্ধারণ)

Answer: C

Explanation: Undifferentiated (mass) targeting uses a single marketing mix for the entire market, without distinguishing between segments.

6. A differentiated targeting strategy is characterized by __. বিভাজিত লক্ষ্যবাজার নির্ধারণ কৌশলের বৈশিষ্ট্য হল?
- A. Using one product to reach all segments (একটি পণ্য দিয়ে সকল বিভাগকে কাভার করা)
 - B. Creating separate offerings for several segments (একাধিক বিভাগের জন্য পৃথক অফার তৈরি করা)
 - C. Focusing on a single niche (একটি নির্দিষ্ট নিচে কেন্দ্রীভূত হওয়া)
 - D. Ignoring competitive actions (প্রতিদ্বন্দ্বীর কার্যক্রম উপেক্ষা করা)

Answer: B

Explanation: Differentiated targeting means offering different marketing mixes to different segments.

7. Which targeting strategy involves focusing on serving just one specific market segment exceptionally well? কোন লক্ষ্যবাজার কৌশলটি একটি নির্দিষ্ট বাজার বিভাগকে বিশেষভাবে ভালভাবে পরিবেশন করার

ওপর গুরুত্ব দেয়?

- A. Market penetration (বাজার অনুপ্রবেশ)
- B. Niche (concentrated) targeting (নিচ (কেন্দ্রীভূত) লক্ষ্যবাজার নির্ধারণ)
- C. Diversification (বৈচিত্র্যকরণ)
- D. Undifferentiated targeting (অবিভাজিত লক্ষ্যবাজার নির্ধারণ)

Answer: B

Explanation: Niche (concentrated) targeting means focusing all efforts on one market segment.

8. Segmentation based on customers' lifestyles and personalities is called __ segmentation. গ্রাহকদের জীবনধারা ও ব্যক্তিত্ব ভিত্তিক বিভাজনকে কী নামে ডাকা হয়?

- A. Demographic (জনসংখ্যাতাত্ত্বিক)
- B. Geographic (ভৌগলিক)
- C. Psychographic (মনস্তাত্ত্বিক)
- D. Behavioral (আচরণগত)

Answer: C

Explanation: Psychographic segmentation categorizes the market based on social class, lifestyle, or personality characteristics.

9. Which segmentation requirement means each segment must be large enough to be profitable? যে বিভাজন শর্তটি বলে প্রতিটি খণ্ডের আকার মুনাফাযোগ্য হওয়ার মতো যথেষ্ট হওয়া উচিত, তাকে কী বলে?

- A. Measurable (পরিমাপযোগ্য)
- B. Substantial (পর্যাপ্ত)
- C. Accessible (প্রবেশযোগ্য)
- D. Differentiable (পার্থক্যপূর্ণ)

Answer: B

Explanation: Substantiality means segments must be large enough (or profitable) to serve.

10. Dividing a market into groups based on how frequently customers buy or use a product is an example of __ segmentation. কিভাবে ভোক্তা পণ্যটি কত ঘনঘন কিনে বা ব্যবহার করে তার ভিত্তিতে বাজারকে বিভাগে ভাগ করাকে কোন ধরনের বিভাজন বলে?

- A. Demographic (জনসংখ্যাতাত্ত্বিক)
- B. Behavioral (আচরণগত)
- C. Geographic (ভৌগলিক)
- D. Psychographic (মনস্তাত্ত্বিক)

Answer: B

Explanation: Behavioral segmentation includes variables such as usage rate (the frequency at which a product is used).

11. Which of the following best describes market segmentation? (নিম্নলিখিত কোনটি বাজার বিভাজনের (Segmentation) সর্বোত্তম বর্ণনা?)

- A. Dividing a broad market into distinct groups of buyers with different needs or characteristics /

একটি বৃহৎ বাজারকে বিভিন্ন প্রয়োজন বা বৈশিষ্ট্যের ভিত্তিতে স্বতন্ত্র গ্রাহকদলে ভাগ করা

B. Combining small markets into one large market to simplify marketing / বিপণনের সুবিধার্থে ছোট ছোট বাজারকে একত্রে মিলিত করা

C. Developing one product and marketing mix to serve the entire market / সমগ্র বাজারের জন্য একটি মাত্র পণ্য ও বিপণন মিশ্রণ তৈরি করা

D. Selecting which market segments to serve based on their attractiveness / আকর্ষণীয়তার ভিত্তিতে কোন বাজার খণ্ডগুলোকে লক্ষ্য করা

Correct Answer: A

Explanation: Market segmentation means dividing a large market into smaller groups of customers who share similar needs or characteristics. The other options describe aggregation, mass marketing, or targeting.

12. Market segmentation can be done on various bases. Which one of the following is NOT typically used as a basis for segmenting consumer markets?

বাজার বিভাজনের বিভিন্ন ভিত্তি থাকতে পারে। ভোক্তা বাজারকে ভাগ করার জন্য নিম্নলিখিত কোনটি সাধারণত ব্যবহার করা হয় না?

A. Geographic factors (ভৌগোলিক উপাদান)

B. Demographic factors (জনসংখ্যাতাত্ত্বিক উপাদান)

C. Psychographic factors (মনস্তাত্ত্বিক উপাদান)

D. Random customer listing / এলোমেলোভাবে গ্রাহকদের তালিকাভুক্তকরণ

Correct Answer: D

Explanation: Common segmentation bases include geographic, demographic, psychographic, and behavioral factors. A random listing of customers is not a purposeful basis for segmentation.

13. One major benefit of effective market segmentation is that it:

কার্যকর বাজার বিভাজনের একটি প্রধান সুবিধা হল যে এটি:

A. Enables more focused marketing efforts and higher marketing ROI / আরও লক্ষ্যভিত্তিক বিপণন প্রচেষ্টা এবং বিনিয়োগে উচ্চ প্রত্যাবর্তন নিশ্চিত করে

B. Increases marketing costs without improving results / ফলাফল উন্নত না করেই বিপণন ব্যয় বৃদ্ধি করে

C. Reduces understanding of customer needs due to narrower focus / সংকীর্ণ মনোযোগের কারণে গ্রাহক চাহিদা বোঝার ক্ষমতা হ্রাস করে

D. Forces the firm to use a single marketing mix for all customers / সমস্ত গ্রাহকের জন্য একই বিপণন মিশ্রণ ব্যবহার করতে বাধ্য করে

Correct Answer: A

Explanation: By segmenting the market, companies can target specific groups more effectively with tailored offerings, resulting in a more efficient use of resources and higher marketing returns. The other options are incorrect or describe negative consequences, whereas segmentation typically improves understanding of needs.

14. Which of the following is NOT a criterion for effective market segmentation?

কার্যকর বাজার বিভাজনের জন্য নিম্নলিখিত কোনটি শর্ত নয়?

- A. Measurability (বৈশিষ্ট্য পরিমাপযোগ্য)
- B. Substantial size and profitability (পাইকারি আকার ও লাভজনকতা)
- C. Differentiability from other segments (অন্যান্য খণ্ড থেকে যথেষ্ট পার্থক্য)
- D. Guaranteed profitability of each segment identified (প্রত্যেকটি শনাক্ত খণ্ড নিশ্চিতভাবে লাভজনক)

Correct Answer: D

Explanation: Effective segments must be measurable, substantial, accessible, differentiable, and actionable. “Guaranteed profitability” is not a standard criterion – profitability should be evaluated, but it can’t be guaranteed when identifying segments.

15. Segmenting a market based on consumers’ lifestyle and personality traits is known as:

ভোক্তাদের জীবনধারা ও ব্যক্তিত্বের বৈশিষ্ট্যের ভিত্তিতে বাজার বিভাজনকে কি বলা হয়?

- A. Demographic segmentation / জনসংখ্যাতাত্ত্বিক বিভাজন
- B. Geographic segmentation / ভৌগোলিক বিভাজন
- C. Psychographic segmentation / মনস্তাত্ত্বিক বিভাজন
- D. Behavioral segmentation / আচরণগত বিভাজন

Correct Answer: C

Explanation: Psychographic segmentation divides consumers based on lifestyle, personality, values, and interests. The other options describe geographic, demographic, or behavioral bases.

16. “Benefit segmentation” involves dividing consumers into groups based on:

উপকারিতা-ভিত্তিক বিভাজন বলতে মানে হল গ্রাহকদেরকে কী ভিত্তিতে ভাগ করা?

- A. The specific advantages or benefits they seek from the product / তারা পণ্য থেকে যে নির্দিষ্ট সুবিধা বা উপকার আশা করে তা
- B. Their income level and purchasing power / তাদের আয়ের স্তর এবং ক্রয়ক্ষমতা
- C. The region or area where they live / তারা যে অঞ্চল বা এলাকায় বাস করে
- D. The type of companies they work in / তারা যে ধরনের কোম্পানিতে কাজ করে

Correct Answer: A

Explanation: Benefit segmentation categorizes consumers based on the specific benefits they seek in a product. For example, different toothpaste buyers may seek products that offer whitening or cavity protection.

17. After segmenting the market, market targeting involves:

বাজার বিভাজনের পর লক্ষ্য বাজার নির্ধারণ বলতে বোঝায়:

- A. Evaluating each segment’s attractiveness and selecting one or more to enter / প্রতিটি খণ্ডের আকর্ষণীয়তা মূল্যায়ন করে একটি বা একাধিক খণ্ড নির্বাচন করা
- B. Positioning the product in the consumer’s mind relative to competitors / প্রতিযোগীদের তুলনায় পণ্যের অবস্থান নির্ধারণ করা
- C. Creating a unique product for each individual customer / প্রতিটি ব্যক্তির জন্য একক পণ্য তৈরি করা

D. Dividing the market into smaller homogeneous groups of buyers / বাজারকে আরও ক্ষুদ্র ও সমজাতীয় গ্রাহকদলে ভাগ করা

Correct Answer: A

Explanation: Targeting is the step where a firm evaluates each segment's potential and chooses which segment(s) to serve. Option A captures this definition; option D describes segmentation, B is positioning, and C is not the general target selection process.

18. A company that targets several market segments and designs separate offers for each is practicing: একটি কোম্পানি একাধিক বাজার খণ্ডকে লক্ষ্য করে এবং প্রতিটি খণ্ডের জন্য আলাদা অফার তৈরি করে, তাহলে এটি নিচের কোন কৌশল অনুসরণ করছে?

- A. Undifferentiated (mass) marketing / অব্যক্তিক (ভাস) বিপণন
- B. Differentiated (segmented) marketing / বহুখণ্ডিত বিপণন
- C. Concentrated (niche) marketing / কেন্দ্রীভূত (নিশ) বিপণন
- D. Micromarketing / সূক্ষ্ম বিপণন

Correct Answer: B

Explanation: Differentiated marketing (segmented marketing) involves targeting multiple segments with customized marketing mixes for each. Undifferentiated means offering one product to all, concentrated focuses on a single segment, and micromarketing targets individual or local customers.

19. Focusing on a large share of one or a few small segments instead of going after a small share of a larger market is called:

বৃহত্তর বাজারের একটি ক্ষুদ্র অংশে না গিয়ে এক বা কয়েকটি ছোট খণ্ডের বড় অংশকে লক্ষ্য করা কৌশলকে কি বলা হয়?

- A. Undifferentiated marketing / অব্যক্তিক বিপণন
- B. Differentiated marketing / বহুখণ্ডিত বিপণন
- C. Concentrated (niche) marketing / কেন্দ্রীভূত বা নিশ বিপণন
- D. Societal marketing / সামাজিক বিপণন

Correct Answer: C

Explanation: Concentrated (niche) marketing means focusing on capturing a large share of one or a few small segments. The other options target broad markets or refer to concepts unrelated to the target strategy.

20. Tailoring products and marketing programs to suit the tastes of specific individuals or local customer groups is known as:

নির্দিষ্ট ব্যক্তিবিশেষ বা স্থানীয় গ্রাহকগোষ্ঠীর রুচি অনুযায়ী পণ্য ও বিপণন কর্মসূচি মানিয়ে নেওয়ার কৌশলকে কি বলে?

- A. Differentiated marketing / বহুখণ্ডিত বিপণন
- B. Undifferentiated marketing / অব্যক্তিক বিপণন
- C. Micromarketing / সূক্ষ্ম লক্ষ্যবাহী বিপণন
- D. Concentrated marketing / কেন্দ্রীভূত বিপণন

Correct Answer: C

Explanation: Micromarketing is the practice of customizing products and marketing programs to very small geographic or individual customer segments. It involves highly tailored offerings for each individual or local market.

21. When evaluating potential target market segments, which of the following is NOT an important factor to consider?

সম্ভাব্য লক্ষ্য বাজার খণ্ড মূল্যায়নের সময় নিম্নলিখিত কোনটি বিবেচনার গুরুত্বপূর্ণ বিষয় নয়?

- A. The segment's size and growth prospects / খণ্ডের আকার ও বৃদ্ধির সম্ভাবনা
- B. The segment's structural attractiveness (competition, ease of entry) / খণ্ডের কাঠামোগত আকর্ষণীয়তা (প্রতিযোগিতা, প্রবেশের সহজতা)
- C. The company's objectives and resources alignment with the segment / প্রতিষ্ঠানের লক্ষ্য এবং সম্পদের খণ্ডের সাথে সামঞ্জস্য
- D. A high level of internal need diversity among consumers in the segment / খণ্ডের ভোক্তাদের মধ্যে চাহিদার উচ্চমাত্রার বৈচিত্র্য

Correct Answer: D

Explanation: When selecting target segments, firms look for segments that are measurable, sizable, and attractive with minimal competition, and that align with the company's objectives (options A, B, C). High internal diversity (option D) is undesirable because an effective segment should be relatively homogeneous, allowing a single strategy to serve it well.

22. In marketing, positioning refers to the process of:

বিপণনে “পজিশনিং” বলতে বোঝায় কোন প্রক্রিয়াটি?

- A. Designing a product and marketing offering to occupy a distinct place in the minds of target customers / লক্ষ্যমাত্রা গ্রাহকের মনে একটি স্বতন্ত্র স্থান দখল করার জন্য পণ্য ও মার্কেটিং অফার সাজানো
- B. Dividing consumers based on their characteristics or needs / ভোক্তাদের তাদের বৈশিষ্ট্য বা চাহিদার ভিত্তিতে ভাগ করা
- C. Choosing which market segments to enter after evaluation / মূল্যায়নের পর কোন খণ্ডগুলোতে প্রবেশ করবে তা নির্ধারণ করা
- D. Determining the geographic distribution of products in stores / পণ্যগুলো দোকানে কোথায় রাখা হবে তা নির্ধারণ করা

Correct Answer: A

Explanation: Positioning is the act of creating an image or identity for a product in the customers' minds so that it occupies a clear, unique, and desirable place compared to competing products.

Option A correctly describes this process.

23. Marketers use a positioning (perceptual) map to:

বিপণনকারীরা পজিশনিং (পেরসেপচুয়াল) মানচিত্র ব্যবহার করে:

- A. Visually plot consumer perceptions of competing brands on key attributes / মূল বৈশিষ্ট্যের উপর প্রতিদ্বন্দ্বী ব্র্যান্ডগুলোর ব্যাপারে ভোক্তাদের ধারণাগুলোকে মানচিত্রে দেখানো
- B. Identify the geographic locations of their target customer segments / লক্ষ্য গ্রাহক গোষ্ঠীর ভৌগোলিক

অবস্থান চিহ্নিত করা

C. Plan the sequence of stages in the new product development process / নতুন পণ্য উন্নয়ন প্রক্রিয়ার ধাপ নির্ধারণ করা

D. Segment the market based on demographic variables / জনসংখ্যাগত তথ্যের ভিত্তিতে বাজারকে ভাগ করা

Correct Answer: A

Explanation: A perceptual map visually displays consumer perceptions of competing brands along relevant attributes (e.g., price vs quality). This helps marketers identify market gaps and understand how brands are perceived in customers' minds.

24. The unique mix of benefits and value that a brand promises to deliver to customers is called its: গ্রাহকদের প্রদান করার জন্য একটি ব্র্যান্ড যে অনন্য সুবিধা ও মূল্য প্রদান করে তার মিশ্রণকে কী বলা হয়?

A. Value proposition / মূল্য প্রস্তাব

B. Brand personality / ব্র্যান্ড ব্যক্তিত্ব

C. Target market profile / লক্ষ্য বাজার প্রোফাইল

D. Core competency / প্রধান দক্ষতা

Correct Answer: A

Explanation: A brand's value proposition is the set of benefits or values it promises to customers to satisfy their needs. It answers "Why should the customer buy this brand?" Option A is the correct term for this promise.

25. If a well-known Bangladeshi tea brand decides to change its image from a budget brand to a premium, health-focused brand, this strategy of changing consumers' perceptions of the brand is known as:

একটি সুপরিচিত বাংলাদেশী চা ব্র্যান্ড যদি বাজেট ব্র্যান্ড থেকে প্রিমিয়াম, স্বাস্থ্য-কেন্দ্রিক ব্র্যান্ডে তার ভাবমূর্তি পরিবর্তন করার সিদ্ধান্ত নেয়, গ্রাহকদের ধারণা পরিবর্তন করার এই কৌশলটি কী নামে পরিচিত?

A. Repositioning / পুনঃঅবস্থান নির্ধারণ

B. Mass marketing / গণবিপণন

C. Differentiation / পার্থক্যকরণ

D. Diversification / বৈচিত্র্যকরণ

Correct Answer: A

Explanation: Repositioning refers to changing the existing position of a brand in the market. In the example, the tea brand is shifting its image from budget to premium – this is an example of brand repositioning.

26. Which of the following would NOT be a good basis for positioning a brand in the marketplace? বাজারে একটি ব্র্যান্ডের অবস্থান নির্ধারণের জন্য নিম্নলিখিত কোনটি ভাল ভিত্তি হিসেবে নেই?

A. A product attribute that is highly valued by the target customers / লক্ষ্য গ্রাহকদের জন্য অত্যন্ত মূল্যবান কোনো পণ্য-গুণ

B. A benefit that solves a significant problem for consumers / গ্রাহকদের একটি গুরুত্বপূর্ণ সমস্যা সমাধান করে এমন সুবিধা

- C. An irrelevant feature that consumers do not care about / ভোক্তাদের জন্য কোন গুরুত্বহীন বৈশিষ্ট্য
D. A price point that offers more value for money than competitors / প্রতিযোগীদের তুলনায় অধিক মূল্য-মান প্রস্তাব করে এমন মূল্য

Correct Answer: C

Explanation: Effective positioning should be based on an attribute or benefit that matters to customers and differentiates the brand. An irrelevant feature that customers don't care about (Option C) would be a poor basis, whereas A, B, and D all describe meaningful positioning bases.

Positioning

1. Which of the following is NOT a typical brand positioning strategy? নিম্নলিখিত কোনটি একটি সাধারণ ব্র্যান্ড অবস্থান নির্ধারণ কৌশল নয়?

- A. Price-quality positioning (মূল্য-গুণমান দ্বারা অবস্থান নির্ধারণ)
B. Product user positioning (পণ্য ব্যবহারকারী অনুযায়ী অবস্থান নির্ধারণ)
C. Product class positioning (পণ্য শ্রেণী অনুযায়ী অবস্থান নির্ধারণ)
D. Mass positioning (ভর অবস্থান নির্ধারণ)

Answer: D

Explanation: "Mass positioning" is not a standard marketing term. Common strategies include positioning by price-quality, product class, or user imagery.

2. Repositioning a product usually involves ___. নতুনভাবে অবস্থান নির্ধারণ (পুনঃঅবস্থান) সাধারণত কি করে করা হয়?

- A. Changing the target market (লক্ষ্য বাজার পরিবর্তন করা)
B. Adjusting the marketing mix elements (বিপণন মিশ্রণের উপাদানগুলি সমন্বয় করা)
C. Launching an unrelated product (একটি আলাদা পণ্য চালু করা)
D. Lowering the product quality (পণ্যের গুণমান কমিয়ে ফেলা)

Answer: B

Explanation: Repositioning often means altering marketing mix elements (such as price, promotion, or features) to change consumers' perceptions of a product.

3. Perceptual maps are useful for visualizing consumer perceptions of brands along ___. গ্রাহকদের ব্র্যান্ড সম্পর্কিত ধারণাগুলোকে কোন উপায়ে চিত্রায়িত করতে পারসেপ্টুয়াল ম্যাপ (ধারণামূলক মানচিত্র) ব্যবহার করা হয়?

- A. Features and benefits (বৈশিষ্ট্য ও সুবিধা)
B. Price and quality dimensions (মূল্য এবং গুণমান মাত্রা)
C. Sales and market share (বিক্রয় এবং বাজার ভাগ)
D. Brand age and loyalty (ব্র্যান্ডের বয়স এবং আনুগত্য)

Answer: B

Explanation: Perceptual maps commonly use dimensions like price and quality (or other attributes) to plot how consumers perceive brands relative to each other.

4. On a perceptual map with 'high price' and 'high quality' axes, a brand in the high-price, high-quality quadrant is generally perceived as a __ brand. 'উচ্চ মূল্য' এবং 'উচ্চ গুণমান' দুটি অক্ষবিশিষ্ট

ধারণামূলক মানচিত্রে, একটি ব্র্যান্ড যেটি উচ্চ মূল্য ও উচ্চ গুণমান স্থানকোণে আছে, সেটি সাধারণত কেমন ব্র্যান্ড হিসেবে দেখা হয়?

- A. Economy brand (অর্থনৈতিক ব্র্যান্ড)
- B. Premium brand (প্রিমিয়াম ব্র্যান্ড)
- C. Discount brand (ছাড়যুক্ত ব্র্যান্ড)
- D. Niche brand (নিচ ব্র্যান্ড)

Answer: B

Explanation: A brand positioned at a high price and high quality is viewed as a premium brand with superior quality and status.

5. Which competitive positioning strategy involves directly attacking a competitor to gain market share? প্রতিদ্বন্দ্বীকে সরাসরি আক্রমণ করে বাজার অংশ অধিকারের পরিকল্পনা কোন কৌশলকে বোঝায়?

- A. Perceptual positioning (ধারণামূলক অবস্থান নির্ধারণ)
- B. Competitive positioning (প্রতিযোগী ভিত্তিক অবস্থান নির্ধারণ)
- C. Attribute positioning (গুণাবলীর ভিত্তিতে অবস্থান নির্ধারণ)
- D. Usage positioning (ব্যবহার ভিত্তিক অবস্থান নির্ধারণ)

Answer: B

Explanation: Competitive positioning (attacking a competitor's perceived strengths) is a strategy used by challengers trying to increase market share against market leaders.

Product Management (Product, Services, Branding)

1. In product terminology, the 'core product' refers to __. পণ্য সম্পর্কিত পদাবলীতে 'কোর পণ্য' বলতে কী বোঝায়?

- A. The physical item itself (শারীরিক আইটেমটি নিজেই)
- B. The brand name and packaging (ব্র্যান্ড নাম ও প্যাকেজিং)
- C. The key benefit or solution the customer seeks (গ্রাহক যে মূল সুবিধা বা সমাধান খুঁজছে)
- D. The price and warranty details (মূল্য এবং ওয়ারেন্টির বিবরণ)

Answer: C

Explanation: The core product is the fundamental benefit or solution the customer is really buying, not the physical features.

2. Which of the following is an example of an 'augmented product' feature? নিম্নলিখিত কোনটি 'অগমেন্টেড পণ্য' বৈশিষ্ট্যের উদাহরণ?

- A. Brand name (ব্র্যান্ড নাম)
- B. Warranty or after-sales service (ওয়ারেন্টি বা বিক্রয়োত্তর সেবা)
- C. Physical design of the product (পণ্যের শারীরিক নকশা)
- D. Core benefit (মূল সুবিধা)

Answer: B

Explanation: Augmented product features include additional services such as warranties, customer support, and delivery. It goes beyond the actual physical product.

3. Which of the following is classified as a 'shopping product'? নিম্নলিখিত কোন পণ্যটি 'শপিং পণ্য' হিসেবে শ্রেণিবদ্ধ?

- A. Bottle of water (বটলজাত পানি)
- B. Smartphone or appliance (স্মার্টফোন বা গৃহস্থালি যন্ত্রপাতি)
- C. Luxury sports car (বিলাসবহুল স্পোর্টস কার)
- D. Life insurance policy (জীবন বীমা পলিসি)

Answer: B

Explanation: A smartphone or home appliance is a shopping product because consumers compare quality, price, and style across brands before buying.

4. The 'width' of a company's product mix refers to __. একটি কোম্পানির পণ্য মিশ্রণের 'প্রস্থ' দ্বারা কী বোঝায়?

- A. The number of product lines (পণ্য লাইনের সংখ্যা)
- B. The number of products in each line (প্রতিটি লাইনের পণ্য সংখ্যা)
- C. The variety of items within a product line (একটি লাইনের মধ্যে আইটেমের বৈচিত্র্য)
- D. The consistency of product lines (পণ্য লাইনের সঙ্গতি)

Answer: A

Explanation: Width (or breadth) is the total number of different product lines a company offers.

5. In the product life cycle, profits usually peak and then decline during which stage? পণ্য জীবনচক্রে, লাভ সাধারণত কোন পর্যায়ে শীর্ষে পৌঁছায় এবং তারপর হ্রাস পেতে শুরু করে?

- A. Introduction (প্রবর্তন)
- B. Growth (বৃদ্ধি)
- C. Maturity (পরিপক্বতা)
- D. Decline (অবনতি)

Answer: C

Explanation: Profits typically peak in the maturity stage as sales growth slows and competition intensifies, then decline in the decline stage.

6. Which strategy is often used for products in the decline stage of their life cycle? জীবনচক্রের অবনতিমূলক পর্যায়ে থাকা পণ্যের জন্য কোন কৌশল সাধারণত ব্যবহৃত হয়?

- A. Aggressive marketing to increase demand (চাহিদা বাড়াতে আগ্রাসী বিপণন)
- B. Harvesting (reducing costs to maximize short-term profits) (হার্ভেস্টিং (স্বল্প-মেয়াদী লাভ বাড়াতে খরচ কমানো))
- C. Entering new markets with the product (পণ্যটি নতুন বাজারে প্রবেশ করানো)
- D. Major product redesign and relaunch (পণ্যের পূর্ণরূপায়ন ও পুনঃলঞ্চ)

Answer: B

Explanation: In decline, companies often use harvesting (cutting costs and reducing support) to maximize remaining profits before exit.

7. During the maturity stage of the product life cycle, companies often try to increase demand by __. পণ্যের পরিপক্ব পর্যায়ে সংস্থাগুলো সাধারণত চাহিদা বাড়ানোর জন্য কী করে?

- A. Lowering the price significantly (মূল্য উল্লেখযোগ্যভাবে কমানো)
- B. Finding new uses or customers for the product (পণ্যের নতুন ব্যবহার বা গ্রাহক খোঁজা)
- C. Cutting marketing budget (বিপণন বাজেট হ্রাস করা)
- D. Reducing product features (পণ্যের বৈশিষ্ট্য হ্রাস করা)

Answer: B

Explanation: In maturity, firms try to find new market segments, uses, or customers to boost demand, since market growth is slow.

8. The difficulty of evaluating a service before purchase illustrates which characteristic of services? ক্রয় করার আগে একটি সেবা মূল্যায়ন করার অসুবিধা কোন পরিষেবা বৈশিষ্ট্যের উদাহরণ?
- A. Intangibility (অমায়িকতা)
 - B. Inseparability (অবিচ্ছিন্নতা)
 - C. Variability (বৈচিত্র্য)
 - D. Perishability (অবসানশীলতা)

Answer: A

Explanation: Intangibility means services cannot be seen or touched before purchase, making them hard to evaluate in advance.

9. In services marketing, inseparability refers to the fact that __. সেবার বিপণনে, অবিচ্ছিন্নতা (ইনসেপারেবিলিটি) দ্বারা কোন বিষয় নির্দেশ করা হয়?
- A. Services cannot be stored (সেবা সংরক্ষণ করা যায় না)
 - B. Service production and consumption occur simultaneously (সেবা উৎপাদন এবং খরচ একসাথে ঘটে)
 - C. Service quality is always consistent (সেবার গুণমান সর্বদা সঙ্গতিপূর্ণ)
 - D. All services are delivered by the same company (সমস্ত সেবা একই কোম্পানির দ্বারা সরবরাহ করা হয়)

Answer: B

Explanation: Inseparability means services are produced and consumed at the same time (e.g., haircut, consulting).

10. The fact that empty seats on a flight cannot be stored and sold later exemplifies which service characteristic? একটি বিমানযাত্রায় ফাঁকা আসনগুলো সংরক্ষণ করা ও পরবর্তীতে বিক্রি করা যায় না, এই বিষয়টি কোন পরিষেবা বৈশিষ্ট্যের উদাহরণ?
- A. Inseparability (অবিচ্ছিন্নতা)
 - B. Variability (বৈচিত্র্য)
 - C. Perishability (অবসানশীলতা)
 - D. Intangibility (অমায়িকতা)

Answer: C

Explanation: Perishability means unused service capacity (like empty airplane seats) is lost forever if not sold.

11. In services marketing, which of the following 'P's refers to employees who deliver the service? পরিষেবা বিপণনে, নিম্নলিখিত কোন 'পি'টি সেই কর্মীদের বুঝায় যারা পরিষেবা প্রদান করে?

- A. Product (পণ্য)
- B. Price (মূল্য)
- C. People (মানুষ)
- D. Place (স্থান)

Answer: C

Explanation: The 'People' element refers to everyone who takes part in service delivery (employees, customers) and is crucial for service quality.

12. Internal marketing in service firms focuses on __. পরিষেবা প্রদানকারী সংস্থাগুলিতে অভ্যন্তরীণ বিপণন কিসের ওপর কেন্দ্রীভূত থাকে?

- A. Training and motivating employees (কর্মচারীদের প্রশিক্ষণ ও প্রেরণা দেওয়া)
- B. Advertising to customers (গ্রাহকদের প্রচারণা করা)
- C. Setting service prices (পরিষেবার মূল্য নির্ধারণ করা)
- D. Building physical facilities (শারীরিক সুবিধা তৈরি করা)

Answer: A

Explanation: Internal marketing involves training and motivating employees to deliver excellent customer service, recognizing that they are integral to the service delivery process.

13. Which characteristic is added by variability (heterogeneity) of services? সেবার বৈচিত্র্য (হেটেরোজেনিটি) দ্বারা কোন বৈশিষ্ট্য সংযোজন হয়?

- A. Services differ each time they are delivered (প্রত্যেকবার সেবার গুণমান একই থাকে না)
- B. Services are intangible (সেবা অমায়িক)
- C. Services involve personal interaction (সেবায় ব্যক্তিগত মিথস্ক্রিয়া থাকে)
- D. Services can be easily stored (সেবা সহজে সংরক্ষণ করা যায়)

Answer: A

Explanation: Variability means service quality can vary from one provider or delivery instance to another, making standardization challenging.

14. In marketing terms, a “product” is best defined as:

বিপণনে “পণ্য” বলতে সবচেয়ে বিস্তৃতভাবে কী বোঝায়?

- A. Anything that can be offered to a market to satisfy a need or want, including goods, services, and ideas / যে কোনো কিছু যা বাজারে প্রদান করে একটি প্রয়োজন বা ইচ্ছা পূরণ করা যায় – পণ্য, সেবা বা ধারণা সহ
- B. A tangible item that is manufactured and sold to consumers / একটি দৃশ্যমান বস্তু যা তৈরি করে ভোক্তাদের বিক্রি করা হয়
- C. Only physical goods, not services or experiences / শুধুমাত্র দৃশ্যমান পণ্য, সেবা বা অভিজ্ঞতা নয়
- D. Any item a company produces, whether or not there is a customer need / কোনো প্রতিষ্ঠান যে কোন বস্তু তৈরি করে, তা গ্রাহকের চাহিদা থাকুক বা না থাকুক

Correct Answer: A

Explanation: In marketing, a product is anything offered to satisfy customer needs or wants, including physical goods, services, experiences, or ideas. Option A captures this broad definition.

15. Which of the following is NOT one of the three levels of a product in marketing?

নিম্নলিখিত কোনটি বিপণনে পণ্যের তিন স্তরের মধ্যে নেই?

- A. Core product / মৌলিক (কোর) পণ্য
- B. Actual product / বাস্তব পণ্য
- C. Augmented product / বর্ধিত পণ্য
- D. Extended product / প্রসারিত পণ্য

Correct Answer: D

Explanation: The three levels are core product (the fundamental need), actual product (tangible item), and augmented product (additional services/benefits). “Extended product” is not a standard term in this model.

16. Which of the following would be considered a convenience product for most consumers?

অধিকাংশ ভোক্তার জন্য কোনটি ‘সুবিধাজনক পণ্য’ (Convenience product) হিসেবে বিবেচিত?

- A. A bar of soap or a tube of toothpaste / একটি সাবানের টুকরা বা টুথপেস্টের টিউব
- B. A new refrigerator for the home / বাসার জন্য একটি নতুন রেফ্রিজারেটর
- C. A luxury car from an exclusive showroom / একটি এক্সক্লুসিভ শোরুমের বিলাসবহুল গাড়ি
- D. A life insurance policy / একটি জীবনবীমা পলিসি

Correct Answer: A

Explanation: Convenience products are items bought frequently with little effort (e.g., soap, toothpaste). A refrigerator is a shopping product (bought infrequently in comparison), a luxury car is a specialty product, and life insurance is an unsought product.

17. Compared to convenience products, shopping products are typically:

সুবিধাজনক পণ্যের তুলনায় কেনাকাটা ধরনের পণ্যগুলো সাধারণত:

- A. Purchased less frequently with more planning and comparison / কম ঘন ঘন কেনা হয় এবং বেশি পরিকল্পনা ও তুলনা করে কেনা হয়
- B. Bought impulsively with minimal effort / হঠাৎমাত্র সিদ্ধান্তে, খুব সামান্য প্রচেষ্টা করে কেনা হয়
- C. Low-priced and widely available / স্বল্প মূল্যের এবং অধিকাংশ স্থানে পাওয়া যায়
- D. Not known to consumers or not actively sought / ভোক্তা সাধারণত জানে না বা সচরাচর কেনার কথা ভাবে না

Correct Answer: A

Explanation: Shopping for products (such as furniture and electronics) is done less frequently; consumers spend more time planning and comparing alternatives. Convenience products are bought more routinely with little comparison.

18. Unsought products are best characterized as goods that:

অনিচ্ছাকৃত (unsought) পণ্য গুলো সাধারণত কী হিসাবে চিহ্নিত?

- A. Consumers do not know about or do not normally think of buying / যেসব পণ্য সম্পর্কে ভোক্তারা জানে না বা সাধারণত কেনার কথা ভাবে না
- B. Have a loyal customer base that seeks them out specifically / যেগুলির অনুগত একটি গ্রাহকভিত্তি থাকে

যারা সেগুলো ব্যবহার করে

C. Are purchased very frequently as part of routine life / নিয়মিত জীবনের অংশ হিসেবে খুব ঘন ঘন কেনা হয়

D. Are always highly expensive and luxury-related / সবসময় খুবই ব্যয়বহুল এবং বিলাসবহুল ধরনের

Correct Answer: A

Explanation: Unsought products are those that consumers either don't know about or don't consider buying without some prompting (e.g., funeral services, innovations). They often require aggressive marketing to raise consumer awareness.

19. In the context of a company's product mix, the "width" of the product mix refers to: (কোনো প্রতিষ্ঠানের পণ্য-সমষ্টির (Product mix) "প্রস্থ" বলতে বোঝায়:)

A. The number of different product lines the company offers / কোম্পানি যতগুলো বিভিন্ন পণ্য লাইনের অফার করে তার সংখ্যা

B. The total number of items or products within a single product line / একটি পণ্য লাইনের অধীনে মোট আইটেম বা পণ্যের সংখ্যা

C. The number of versions or variants offered for each product / প্রতিটি পণ্যের জন্য প্রদত্ত সংস্করণ বা বৈচিত্র্যের সংখ্যা

D. The consistency or closeness of the product lines to each other / বিভিন্ন পণ্য লাইনের মধ্যে সম্পর্কের ঘনত্ব

Correct Answer: A

Explanation: Product mix width is defined by the number of different product lines a company sells (e.g., foods, clothing, electronics would be a width of 3). The other options describe depth (B, C) or consistency (D).

20. The depth of a product line refers to: (কোনো পণ্য লাইনের "গভীরতা" বলতে বোঝায়:)

A. The number of items or variants offered within that product line / একটি নির্দিষ্ট পণ্য লাইনের অধীনে প্রদত্ত আইটেম বা বৈচিত্র্যের সংখ্যা

B. The number of different product lines in the company's portfolio / প্রতিষ্ঠানের পোর্টফোলিওতে বিভিন্ন পণ্য লাইনের সংখ্যা

C. The range of prices from lowest to highest in the line / লাইনটিতে সর্বনিম্ন থেকে সর্বোচ্চ মূল্যের পরিসর

D. How closely the product line is related to other lines / ওই পণ্য লাইনের অন্যান্য লাইনগুলোর সাথে সম্পর্কের ঘনত্ব

Correct Answer: A

Explanation: Product line depth refers to the number of different items or variants within a single product line (for example, if a shampoo brand offers 5 varieties, its line depth is 5).

21. If a well-known electronics company launches its popular laptop brand name on a new line of smartphones, this is an example of: (একটি সুপরিচিত ইলেক্ট্রনিক্স কোম্পানি তার জনপ্রিয় ল্যাপটপ ব্র্যান্ড নাম একই নামে একটি নতুন স্মার্টফোন লাইন চালু করার ক্ষেত্রে এটি কোন ব্র্যান্ড কৌশলের উদাহরণ?)

A. Brand extension / ব্র্যান্ড সম্প্রসারণ

- B. Line extension / লাইন সম্প্রসারণ
- C. Multi-brand strategy / মাল্টি-ব্র্যান্ড কৌশল
- D. New brand strategy / নতুন ব্র্যান্ড কৌশল

Correct Answer: A

Explanation: Using an existing brand name for a new product category (laptop brand used on phones) is called a brand extension. A line extension would be a new version of the same product type; multi-brand is launching a separate brand in the same category.

22. Introducing an additional item in the same product category under an existing brand name (for example, a new flavor or size of an existing beverage brand) is called: (একই পণ্য বিভাগের অধীনে বিদ্যমান ব্র্যান্ড নামে একটি অতিরিক্ত আইটেম (যেমন বিদ্যমান একটি পানীয় ব্র্যান্ডের নতুন স্বাদ বা আকার) চালু করা হয়, তাকে কী বলে?)

- A. Line extension / লাইন সম্প্রসারণ
- B. Brand extension / ব্র্যান্ড সম্প্রসারণ
- C. Co-branding / যৌথ ব্র্যান্ডিং
- D. Brand licensing / ব্র্যান্ড লাইসেন্সিং

Correct Answer: A

Explanation: A line extension is extending an existing brand name to new forms or variations within the same product category (like a new flavor of a drink). The example given fits line extension.

23. Many Bangladeshi supermarkets sell products like rice, sugar, or oil under their own store's brand name (e.g., Meena Bazar rice or Shwapno sugar). Such products that carry the retailer's brand instead of a national brand are examples of: (অনেক বাংলাদেশী সুপারমার্কেট তাদের নিজের ব্র্যান্ড নামে চাল, চিনি বা তেল বিক্রি করে (যেমন মীনা বাজার চাল বা স্বপ্ন চিনি)। জাতীয় ব্র্যান্ডের পরিবর্তে দোকান কর্তৃক ব্র্যান্ড করা এই ধরনের পণ্যকে কি বলে?)

- A. Store brands / দোকান-নিজস্ব ব্র্যান্ড
- B. Manufacturer (national) brands / উৎপাদনকারী বা জাতীয় ব্র্যান্ড
- C. Brand extensions / ব্র্যান্ড সম্প্রসারণের উদাহরণ
- D. Co-branded products / যৌথ ব্র্যান্ডযুক্ত পণ্য

Correct Answer: A

Explanation: Products bearing the retailer's own name instead of a national brand are called store brands (private labels)

24. Which of the following is NOT one of the four key characteristics of services? নিম্নলিখিত কোনটি সেবার চারটি মুখ্য বৈশিষ্ট্যের মধ্যে নেই?
- A. Intangibility / অবস্তুবীয়তা
 - B. Perishability / অপচয়যোগ্যতা
 - C. Variability (heterogeneity) / বৈচিত্র্যময়তা (অবিচ্ছিন্নতা)
 - D. Durability / টেকসইতা

Correct Answer: D

Explanation: Services are characterized by intangibility, inseparability, variability (heterogeneity), and perishability. Durability is not a service characteristic; in fact services can't be stored or owned.

25. In service marketing, the traditional “4 Ps” of the marketing mix are often expanded to “7 Ps.” Which of the following is an additional “P” applied in services marketing? (সেবা বিপণনে প্রচলিত ৪টি ‘পি’-র বাজারজাতকরণ মিশ্রণকে সাতটি ‘পি’-তে বৃদ্ধি করা হয়। নিচের কোনটি সেবাসংক্রান্ত বিপণন মিশ্রণে যুক্ত অতিরিক্ত ‘পি’?)
- A. People / মানুষ (কর্মী ও গ্রাহক)
 - B. Packaging / প্যাকেজিং
 - C. Positioning / অবস্থান নির্ধারণ
 - D. Profit / লাভ

Correct Answer: A

Explanation: Service marketing adds People, Process, and Physical evidence to the traditional Product, Price, Place, and Promotion mix. So “People” (service personnel and customers) is an extra P in services.

26. An example of an intangible offering is:
- অস্পর্শ্যে উপলব্ধ কোনো সেবা উদাহরণ:
- A. A concert performance (একটি কনসার্ট পরিবেশনা)
 - B. A bar of soap (একটি সাবানের টুকরা)
 - C. A smartphone (একটি স্মার্টফোন)
 - D. A loaf of bread (একটি রুটি)

Correct Answer: A

Explanation: A concert is intangible – you cannot touch or own it in advance. Soap, phones, and bread are physical goods.

Branding

1. Brand equity refers to:
- ব্র্যান্ড ইকুইটি বলতে বোঝায়:
- A. The value and strength of the brand in the market as perceived by consumers / বাজারে ব্র্যান্ডের মূল্য ও শক্তি, যা ভোক্তাদের ধারণা ও আনুগত্য থেকে গড়ে ওঠে
 - B. The initial investment cost to launch a brand / ব্র্যান্ড চালু করার প্রাথমিক ব্যয়
 - C. The cumulative sales revenue generated by the brand / ব্র্যান্ড থেকে অর্জিত মোট বিক্রয় আয়
 - D. The market share percentage attributable to the brand name / ব্র্যান্ড নামের কারণে বাজারে শেয়ারের শতাংশ

Correct Answer: A

Explanation: Brand equity is the added value a brand name gives to a product, based on consumer

awareness, loyalty and perception. It reflects how much more consumers are willing to pay or prefer the brand because of its name.

2. When a company uses an existing brand name to launch a new product in a new category, it is engaging in:

কোনো প্রতিষ্ঠান যখন একটি বিদ্যমান ব্র্যান্ড নাম ব্যবহার করে নতুন পণ্য বিভাগের জন্য নতুন পণ্য চালু করে, তখন এটি কি করছে?

- A. Brand extension / ব্র্যান্ড সম্প্রসারণ
- B. Line extension / লাইন সম্প্রসারণ
- C. Multi-brand strategy / মাল্টি-ব্র্যান্ড কৌশল
- D. New brand strategy / নতুন ব্র্যান্ড কৌশল

Correct Answer: A

Explanation: A brand extension is using an established brand name on products in a new category. This leverages existing brand equity for a new product.

3. Introducing an additional item in the same product category under an existing brand name (for example, a new flavor or size) is called: (একই পণ্য বিভাগে বিদ্যমান ব্র্যান্ড নামে একটি অতিরিক্ত আইটেম পরিচয় করানো (যেমন নতুন স্বাদ বা আকার) কী নামে পরিচিত?)

- A. Line extension / লাইন সম্প্রসারণ
- B. Brand extension / ব্র্যান্ড সম্প্রসারণ
- C. Co-branding / যৌথ ব্র্যান্ডিং
- D. Brand licensing / ব্র্যান্ড লাইসেন্সিং

Correct Answer: A

Explanation: Extending an existing brand to new flavors, forms, or variants in the same category is a line extension.

4. Products branded with a retailer's name instead of a national brand are known as:

খুচরা বিক্রেতার নামের ব্র্যান্ডযুক্ত পণ্যগুলি কিভাবে পরিচিত?

- A. Store brands / দোকান-নিজস্ব ব্র্যান্ড
- B. Manufacturer brands / উৎপাদনকারী ব্র্যান্ড
- C. Brand extensions / ব্র্যান্ড সম্প্রসারণের উদাহরণ
- D. Co-branded products / যৌথ ব্র্যান্ড পণ্য

Correct Answer: A

Explanation: Products with the retailer's own name are called store brands (private labels).

5. The strategy of using two brand names on one product (for example, Intel Inside computers) is called: (একটি পণ্যে দুটি ব্র্যান্ড নাম ব্যবহার করা কৌশল (যেমন Intel Inside কম্পিউটার) কী নামে পরিচিত?)

- A. Co-branding / যৌথ ব্র্যান্ডিং
- B. Brand licensing / ব্র্যান্ড লাইসেন্সিং
- C. Brand extension / ব্র্যান্ড সম্প্রসারণ
- D. Multi-brand strategy / মাল্টি-ব্র্যান্ড কৌশল

Correct Answer: A

Explanation: Co-branding involves using two or more brand names on one product. (The example Intel Inside is a form of ingredient branding, a type of co-branding.)

6. Brand equity is best described as __. ব্র্যান্ড ইকুইটি সবচেয়ে ভালভাবে কীভাবে সংজ্ঞায়িত করা যেতে পারে?
- A. The brand's logo design (ব্র্যান্ডের লোগোর ডিজাইন)
 - B. The positive effect of brand knowledge on consumer response (গ্রাহকের প্রতিক্রিয়ার উপর ব্র্যান্ড জ্ঞানের ইতিবাচক প্রভাব)
 - C. The manufacturing cost saved by branding (ব্র্যান্ডিংয়ের মাধ্যমে সাশ্রয়ের উৎপাদন খরচ)
 - D. The price premium the brand charges over generic (জেনেরিক পণ্যের চেয়ে ব্র্যান্ডের মূল্য প্রিমিয়াম)

Answer: B

Explanation: Brand equity is the value added by a brand's name, reflected in positive consumer perceptions and willingness to pay more.

7. Which of the following is NOT a recommended characteristic of a good brand name? নিচের কোনটি একটি ভাল ব্র্যান্ড নামের সুপারিশকৃত বৈশিষ্ট্য নয়?
- A. Easy to pronounce (উচ্চারণে সহজ)
 - B. Memorable and distinctive (স্মরণীয় এবং স্বাতন্ত্র্যপূর্ণ)
 - C. Legal protectable (আইনি সুরক্ষাযোগ্য)
 - D. Difficult to spell (কঠিন বানান)

Answer: D

Explanation: Good brand names should be easy to pronounce, distinctive, and legally protectable. Being difficult to spell is not desirable.

8. Using an existing strong brand name to launch a new product in a different product category is called a __. একটি বিদ্যমান শক্তিশালী ব্র্যান্ড নাম ব্যবহার করে একটি সম্পূর্ণ ভিন্ন পণ্য বিভাগে নতুন পণ্য চালু করা কী নামে পরিচিত?
- A. Line extension (লাইন এক্সটেনশন)
 - B. Brand extension (ব্র্যান্ড এক্সটেনশন)
 - C. Multi-branding (মাল্টি-ব্র্যান্ডিং)
 - D. New brand (নতুন ব্র্যান্ড)

Answer: B

Explanation: A brand extension uses an existing brand name to enter a different product category.

9. Launching Diet Coke by Coca-Cola is an example of which brand strategy? কোকা-কোলা কোম্পানির ডায়েট কোক (Diet Coke) বাজারে আনা কোন ব্র্যান্ড কৌশলের উদাহরণ?
- A. Brand extension (ব্র্যান্ড এক্সটেনশন)
 - B. Line extension (লাইন এক্সটেনশন)
 - C. Multi-branding (মাল্টি-ব্র্যান্ডিং)
 - D. New brand strategy (নতুন ব্র্যান্ড কৌশল)

Answer: B

Explanation: Diet Coke is a new variant within the same product line (carbonated drinks) under the Coca-Cola brand, representing a line extension.

10. A company that offers competing brands in the same product category (e.g., P&G with Tide and Cheer) is using a __ strategy. একই পণ্য বিভাগের প্রতিদ্বন্দ্বী ব্র্যান্ড (যেমন, P&G ব্র্যান্ডগুলি টাইড এবং চিয়ার) কোম্পানিটি কোন কৌশল ব্যবহার করছে?
- Umbrella branding (ছাতা ব্র্যান্ডিং)
 - House of brands (ব্র্যান্ডের বাড়ি)
 - Private labeling (প্রাইভেট লেবেল)
 - Multi-branding (মাল্টি-ব্র্যান্ডিং)

Answer: D

Explanation: Multi-branding means a company marketing several brands in the same product category to appeal to different customer segments or increase shelf space.

Pricing Strategies

- Which pricing approach involves setting prices based on adding a markup to the cost of the product? (নীচের কোন মূল্য নির্ধারণ পদ্ধতিতে পণ্য খরচের উপর লাভের মার্জিন যোগ করে মূল্য নির্ধারণ করা হয়?)
 - Cost-based pricing / ব্যয়ভিত্তিক মূল্য নির্ধারণ
 - Competition-based pricing / প্রতিযোগিতা-ভিত্তিক মূল্য নির্ধারণ
 - Value-based pricing / মান-ভিত্তিক মূল্য নির্ধারণ
 - Dynamic pricing / পরিবর্তনশীল মূল্য নির্ধারণ

Correct Answer: A

Explanation: Cost-based pricing adds a standard markup to the product's cost (e.g., cost-plus pricing). It directly uses the seller's cost as the base.

- Which pricing approach focuses on customers' perceptions of value rather than on the company's cost?

নীচের কোন পদ্ধতিতে কোম্পানির খরচের পরিবর্তে গ্রাহকদের মূল্যায়ন (চাহিদা) কে গুরুত্ব দেয়া হয়?

- Cost-based pricing / ব্যয়ভিত্তিক মূল্য নির্ধারণ
- Competition-based pricing / প্রতিযোগিতা-ভিত্তিক মূল্য নির্ধারণ
- Value-based pricing / মূল্যায়ন-ভিত্তিক মূল্য নির্ধারণ
- Dynamic pricing / পরিবর্তনশীল মূল্য নির্ধারণ

Correct Answer: C

Explanation: Value-based pricing sets prices according to the perceived value of the product to customers; it considers what customers believe the product is worth, not just the costs (though that reference was to selling, the definition is standard).

- Setting a high initial price and then slowly lowering it as competitors enter the market is known as: (প্রারম্ভে একটি উচ্চ দাম দিয়ে পণ্য বাজারে ছাড়ানোর পর ধীরে ধীরে দাম কমিয়ে আনা কি নামে পরিচিত?)
 - Price skimming / দাম কেটে নেওয়া (স্কিমিং) কৌশল
 - Penetration pricing / অনুপ্রবেশমূলক মূল্য নির্ধারণ কৌশল

- C. Cost-plus pricing / খরচ+মার্জিন মূল্য নির্ধারণ
D. Product bundle pricing / পণ্য প্যাকেজ মূল্য নির্ধারণ

Correct Answer: A

Explanation: Price skimming means launching with a high price and lowering it over time as competition grows.

4. Setting a low initial price to quickly build market share is called: (একটি পণ্যের বাজারে দ্রুত শেয়ার অর্জনের জন্য প্রারম্ভে কম দাম নির্ধারণ করা কোন কৌশল?)
A. Price skimming / দাম কেটে নেওয়া (স্কিমিং) কৌশল
B. Penetration pricing / অনুপ্রবেশমূলক মূল্য নির্ধারণ কৌশল
C. Prestige pricing / মর্যাদাকর মূল্য নির্ধারণ
D. Psychological pricing / মনস্তাত্ত্বিক মূল্য নির্ধারণ

Correct Answer: B

Explanation: Penetration pricing involves setting a low initial price to attract many buyers and quickly gain market share.

5. A razor is sold at a low price while replacement blades are sold at a high price. This is an example of: (একটি রেজার কম দামে বিক্রি করা হচ্ছে, কিন্তু এর রিলপ্লেসমেন্ট ব্লেডগুলি উঁচু দামে বিক্রি হচ্ছে। এরূপ মূল্য নির্ধারণ কৌশল কী?)
A. Captive product pricing / বাধ্যতামূলক পণ্য মূল্য নির্ধারণ
B. Optional-product pricing / ঐচ্ছিক পণ্য মূল্য নির্ধারণ
C. Product bundle pricing / পণ্য সমাহারমূলক মূল্য নির্ধারণ
D. By-product pricing / পার্শ্ব-উপলব্ধি মূল্য নির্ধারণ

Correct Answer: A

Explanation: Captive product pricing involves charging a low price for the main product (the razor) and high prices for necessary supplies (such as blades).

6. Pricing only to selected market segments (for example, offering senior discounts) is known as: (নির্দিষ্ট গ্রাহক খণ্ডের জন্য ভিন্ন ভিন্ন দাম নির্ধারণ (যেমন বয়োজ্যেষ্ঠদের জন্য বিশেষ রেহাই) কী নামে পরিচিত?)
A. Market-segmentation pricing / বাজার-খণ্ডভিত্তিক মূল্য নির্ধারণ
B. Optional-product pricing / ঐচ্ছিক পণ্য মূল্য নির্ধারণ
C. Geographical pricing / ভৌগোলিক মূল্য নির্ধারণ
D. Discriminatory pricing / গুণানুগ মূল্য নির্ধারণ

Correct Answer: A

Explanation: Market-segmentation pricing (a form of segmented pricing) sets different prices for different segments, such as discounts for students or seniors.

7. Bundling several products and selling them as a package at a price lower than the sum of individual items is called: (কয়েকটি পণ্য একত্রে প্যাকেজ করে বিক্রি এবং মোট আলাদা মূল্যগুলোর তুলনায় কম পরিশোধ করা কৌশলকে কী বলে?)
A. Product bundle pricing / পণ্য সমাহারমূলক মূল্য নির্ধারণ

- B. Captive-product pricing / বাধ্যতামূলক পণ্য মূল্য নির্ধারণ
- C. Discount pricing / ছাড়মূলক মূল্য নির্ধারণ
- D. Dynamic pricing / পরিবর্তনশীল মূল্য নির্ধারণ

Correct Answer: A

Explanation: Bundle pricing is selling a package of products at a lower price than if the items were purchased separately.

8. Value-based pricing sets a product's price primarily based on ___. (ভালু-ভিত্তিক মূল্য নির্ধারণ মূলত কোন বিষয়কে ভিত্তি করে পণ্যের মূল্য নির্ধারণ করে?)
- A. The consumer's perception of value (ভোক্তাদের মূল্যমানের উপলব্ধি)
 - B. The company's manufacturing costs (কোম্পানির উৎপাদন খরচ)
 - C. Competitor's prices (প্রতিদ্বন্দ্বীর মূল্য)
 - D. Government pricing regulations (সরকারি মূল্য বিধি)

Answer: A

Explanation: Value-based pricing sets prices according to what customers perceive as the product's worth, rather than solely on cost or competition.

9. Penetration pricing is best described as ___. পেনেট্রেশন মূল্য নির্ধারণ কীভাবে সবচেয়ে ভালভাবে বর্ণনা করা যায়?
- A. Setting a high price to skim off top users (শুরুতেই উচ্চ মূল্য নির্ধারণ করা)
 - B. Offering a low introductory price to gain market share (বাজার ভাগ পাওয়ার জন্য প্রারম্ভিকভাবে কম মূল্য দেওয়া)
 - C. Pricing a product exactly at competitor's level (পণ্যকে প্রতিদ্বন্দ্বীর সমান দাম রাখা)
 - D. Adjusting price seasonally (মৌসুমী অনুযায়ী মূল্য পরিবর্তন করা)

Answer: B

Explanation: Penetration pricing starts with a low price to quickly attract customers and gain market share.

10. Price skimming strategy is often used when ___. কখন সাধারণত পণ্য মূল্য নির্ধারণে স্কিমিং কৌশল ব্যবহার করা হয়?
- A. Launching a highly innovative product to price-insensitive customers (একটি অত্যাধুনিক পণ্য কম সংবেদনশীল গ্রাহকদের কাছে চালু করার সময়)
 - B. Entering a highly competitive market (একটি কঠিন প্রতিযোগিতামূলক বাজারে প্রবেশ করার সময়)
 - C. The product is in decline (পণ্যটি অবনতির পর্যায়ে থাকাকালীন)
 - D. Cost of production is extremely low (উৎপাদন খরচ অত্যন্ত কম থাকাকালীন)

Answer: A

Explanation: Skimming involves setting a high initial price for innovative or unique products that early adopters are likely to purchase, then lowering it over time.

11. Which of the following is an example of a product-mix pricing strategy? নিম্নলিখিত কোনটি পণ্য-সমষ্টি মূল্য নির্ধারণ কৌশলের উদাহরণ?
- A. Captive product pricing (নির্বাচিত পণ্যের মূল্য নির্ধারণ)

- B. Skimming pricing (ক্ষিমিং মূল্য নির্ধারণ)
- C. Penetration pricing (পেনেট্রেশন মূল্য নির্ধারণ)
- D. Dynamic pricing (ডায়নামিক মূল্য নির্ধারণ)

Answer: A

Explanation: Captive product pricing (e.g., low-priced razor handles paired with expensive blades) is a product-mix strategy that involves related products.

12. Offering seasonal discounts to clear inventory during low-demand periods is an example of __ strategy. কম চাহিদার সময়ে স্টক পরিষ্কার করতে মৌসুমী ছাড় দেওয়া কোন কৌশলের উদাহরণ?
- A. Psychological pricing (মনস্তাত্ত্বিক মূল্য নির্ধারণ)
 - B. Price skimming (ক্ষিমিং মূল্য নির্ধারণ)
 - C. Seasonal discount (মৌসুমী ছাড়)
 - D. Cost-plus pricing (কস্ট-প্লাস মূল্য নির্ধারণ)

Answer: C

Explanation: Seasonal discount strategy offers reduced prices during off-peak seasons to stimulate sales.

13. When setting prices, which of the following is **LEAST** likely to be a direct consideration? মূল্য নির্ধারণের সময় নীচের কোনটি সরাসরি বিবেচনা করা খুব কমই হয়?
- A. The costs of the product (পণ্যের খরচ)
 - B. The target market's willingness to pay (লক্ষ্য বাজারের প্রদেয় ইচ্ছা)
 - C. Competitors' pricing (প্রতিদ্বন্দ্বীদের মূল্য নির্ধারণ)
 - D. The company CEO's personal preference (কোম্পানির সিইওর ব্যক্তিগত পছন্দ)

Answer: D

Explanation: Costs, customer perceptions, and competitor prices typically drive pricing. An executive's personal preference is not a standard factor.

Promotion (Advertising, Sales Promotion, Public Relations)

1. Which of the following is an example of a sales promotion tool? নিম্নলিখিত কোনটি বিক্রয় প্রচারণা (Sales Promotion) কর্মসূচির একটি উদাহরণ?
- A. Coupon / কুপন
 - B. Television advertisement / টেলিভিশন বিজ্ঞাপন
 - C. Public relations (PR) event / জনসংযোগ অনুষ্ঠান
 - D. Personal selling / ব্যক্তিগত বিক্রয়

Correct Answer: A

Explanation: A coupon (discount voucher) is a sales promotion tool. Television ads are advertising, PR events are public relations, and personal selling is direct selling.

2. Which of the following is NOT considered a form of direct marketing? নিম্নলিখিত কোনটি সরাসরি বিপণনের ধরন নয়?
- A. Telemarketing / টেলিমার্কেটিং

- B. Catalog marketing / ক্যাটালগ মার্কেটিং
- C. Personal selling / ব্যক্তিগত বিক্রয়
- D. Direct mail marketing / সরাসরি ডাকপত্র বিপণন

Correct Answer: C

Explanation: Direct marketing encompasses various forms of communication, including telemarketing, catalogs, direct mail, and e-commerce. Personal selling is face-to-face selling, not classified as direct marketing.

3. Offering extra items or discounts to retailers (such as trade allowances) to motivate them to carry a product is an example of:

খুচরা বিক্রেতাদের আরো পণ্য রাখার জন্য অতিরিক্ত আইটেম বা ডিসকাউন্ট অফার করা কি নামের কৌশল?

- A. Trade promotion (বাণিজ্য প্রচার)
- B. Advertising (বিজ্ঞাপন)
- C. Personal selling (ব্যক্তিগত বিক্রয়)
- D. Direct marketing (সরাসরি বিপণন)

Correct Answer: A

Explanation: Providing allowances or incentives to distributors or retailers (like trade deals, bulk discounts) is a trade promotion strategy, part of sales promotion targeting intermediaries.

4. Which of the following promotional activities is an example of public relations?

নিম্নলিখিত কোন প্রচার কার্যক্রম জনসংযোগ (Public Relations) এর উদাহরণ?

- A. Press release announcing a corporate social responsibility initiative / কোনো সংস্থার সামাজিক দায়িত্ব উদ্যোগ ঘোষণা করা প্রেস বিজ্ঞপ্তি
- B. Full-page print advertisement in a magazine / একটি ম্যাগাজিনে পূর্ণ পৃষ্ঠার বিজ্ঞাপন
- C. Discount coupons in store newspapers / দোকানের সংবাদপত্রে কুপন প্রচার
- D. Personal sales calls to customers / ব্যক্তিগত বিক্রয় কল

Correct Answer: A

Explanation: Issuing a press release (e.g., about CSR) is a PR activity to build image. The others are advertising, sales promotion, or selling activities, not PR.

5. Which promotional budget method sets the budget based on communication objectives and the costs of tasks needed to achieve them?

নিচের কোন পদ্ধতিতে প্রচার বাজেটটি নির্দিষ্ট যোগাযোগ লক্ষ্য অর্জনের জন্য প্রয়োজনীয় কাজের খরচের ভিত্তিতে নির্ধারণ করা হয়?

- A. Affordable method / খরচ-ভিত্তিক নির্ধারণ পদ্ধতি
- B. Percentage-of-sales method / বিক্রয়-ভাগ পদ্ধতি
- C. Competitive-parity method / প্রতিযোগিতামূলক সমতা পদ্ধতি
- D. Objective-and-task method / লক্ষ্য-কার্য পদ্ধতি

Correct Answer: D

Explanation: The objective-and-task method involves estimating the cost of achieving specific communication objectives – it ties the budget directly to promotional goals.

6. Which promotional budget method ties the budget to a fixed percentage of past or forecasted sales?

নিচের কোন পদ্ধতিতে প্রচার বাজেট নির্ধারণের জন্য আগের বছর বা পূর্বাভাসিত বিক্রয়ের একটি নির্দিষ্ট শতাংশ নির্ধারিত হয়?

- A. Affordable method / যেসব খরচ বহন করতে পারে তার ভিত্তিতে বাজেট নির্ধারণ
- B. Percentage-of-sales method / বিক্রয়-ভাগ পদ্ধতি
- C. Competitive-parity method / প্রতিযোগিতামূলক সমতা পদ্ধতি
- D. Objective-and-task method / লক্ষ্য-কার্য পদ্ধতি

Correct Answer: B

Explanation: The percentage-of-sales method sets promotional budget as a percentage of sales revenue (past or projected). It's simple but can be circular logic (more sales means more budget, but promotion also drives sales).

7. Which of the following is NOT a typical objective of advertising? নিম্নলিখিত কোনটি সাধারণত বিজ্ঞাপনের উদ্দেশ্য নয়?

- A. To inform or educate customers (গ্রাহকদের অবহিত বা শিক্ষিত করা)
- B. To persuade customers to buy (গ্রাহকদের কেনার জন্য রাজি করা)
- C. To remind customers about a brand (গ্রাহকদের ব্র্যান্ড সম্পর্কে স্মরণ করিয়ে দেয়া)
- D. To confuse the market with mixed messages (বিভ্রান্তকর বার্তা দিয়ে বাজারকে বিভ্রান্ত করা)

Answer: D

Explanation: Advertising objectives include informing, persuading, and reminding. Confusing the market is not an objective.

8. The AIDA model in advertising stands for Attention, Interest, __, and Action. বিজ্ঞাপনে AIDA মডেল মানে হল মনোযোগ, আগ্রহ, __, এবং ক্রিয়া।

- A. Analysis (বিশ্লেষণ)
- B. Demand (চাহিদা)
- C. Desire (আকাঙ্ক্ষা)
- D. Decision (সিদ্ধান্ত)

Answer: C

Explanation: AIDA stands for Attention, Interest, Desire, and Action, a hierarchy for how advertising influences buyers.

9. After an advertising campaign, a company might measure success by changes in which of the following? বিজ্ঞাপন প্রচারের পর, একটি কোম্পানি কোন বিষয়ের পরিবর্তন দেখে সাফল্য পরিমাপ করতে পারে?

- A. Brand awareness among consumers (ভোক্তাদের মধ্যে ব্র্যান্ড সচেতনতা)
- B. The color scheme of the logo (লোগোর রঙ)
- C. Number of internal meetings held (আন্তঃকর্মী মিটিংয়ের সংখ্যা)

D. Office layout (অফিসের বিন্যাস)

Answer: A

Explanation: Advertising effectiveness is often evaluated by changes in metrics like brand awareness or sales, not irrelevant factors like logo color.

10. A common method of advertising budgeting sets the budget as a percentage of __. বিজ্ঞাপন বাজেট নির্ধারণের একটি প্রচলিত পদ্ধতি বাজেটকে কোন জিনিসের শতাংশ হিসেবে নির্ধারণ করে?

A. Total sales or revenue (মোট বিক্রয় বা আয়ের)

B. Market share (বাজার অংশ)

C. Number of employees (কর্মচারীর সংখ্যা)

D. Office floor area (অফিসের পরিমাপ)

Answer: A

Explanation: The percentage-of-sales method sets the advertising budget as a fixed percentage of forecasted or past sales.

11. Using mass advertising is most effective when the goal is to __. ভর বিজ্ঞাপন ব্যবহারের প্রধান উদ্দেশ্য কী হলে তা সবচেয়ে কার্যকর হয়?

A. Reach a large audience and build broad awareness (বড় দর্শকের কাছে পৌঁছানো এবং ব্যাপক সচেতনতা তৈরি করা)

B. Personalize the message for each customer (প্রত্যেক গ্রাহকের জন্য বার্তাটি ব্যক্তিগতকরণ করা)

C. Exclusively target one small market segment (একটি ছোট বাজার বিভাগকে লক্ষ্যবস্তু করা)

D. Eliminate the need for sales promotion (বিক্রয় উদ্দীপনার প্রয়োজন দূর করা)

Answer: A

Explanation: Mass advertising is used to reach large audiences and build broad awareness, not for highly targeted personalization.

12. Sales promotion is primarily aimed at __. বিক্রয় উদ্দীপনাকারী প্রচারমূলক কার্যক্রম মূলত কী উদ্দেশ্যে করা হয়?

A. Encouraging short-term customer purchases (স্বল্প-মেয়াদে গ্রাহকদের ক্রয় উৎসাহিত করা)

B. Building long-term brand loyalty (দীর্ঘ-মেয়াদী ব্র্যান্ড আনুগত্য গড়ে তোলা)

C. Developing new products (নতুন পণ্য উন্নয়ন করা)

D. Setting product prices (পণ্যের মূল্য নির্ধারণ করা)

Answer: A

Explanation: Sales promotions are usually short-term incentives (discounts, coupons, contests) to stimulate immediate purchase.

13. Trade allowances, trade shows, and sales contests are examples of __ tools. ট্রেড সহায়তা, ট্রেড শো, এবং বিক্রয় প্রতিযোগিতা কোন ধরনের টুলের উদাহরণ?

A. Advertising tools (বিজ্ঞাপনের টুল)

B. Sales promotion tools (trade) (বিক্রয় উদ্দীপনা (বাণিজ্য) টুল)

C. Personal selling tools (ব্যক্তিগত বিক্রয় টুল)

D. Public relations tools (জনসম্পর্ক টুল)

Answer: B

Explanation: These are trade promotion tools (targeting retailers/wholesalers), part of sales promotion aimed at distribution partners.

14. Coupons, samples, and sweepstakes are examples of __ promotion tools. কুপন, নমুনা, এবং লটারির মতো উদ্দীপনামূলক কৌশলগুলির উদাহরণ কোন ধরণের?
- A. Consumer promotions (ভোক্তা উদ্দীপনা)
 - B. Trade promotions (বাণিজ্য উদ্দীপনা)
 - C. Public relations tools (জনসম্পর্কের টুল)
 - D. Direct marketing tools (প্রত্যক্ষ বিপণন টুল)

Answer: A

Explanation: Coupons, samples, and sweepstakes are consumer promotion tools designed to engage end consumers.

15. One key difference between advertising and sales promotion is that sales promotion usually offers __. বিজ্ঞাপন এবং বিক্রয় উদ্দীপনার মধ্যে একটি প্রধান পার্থক্য হল যে বিক্রয় উদ্দীপনা সাধারণত কী প্রদান করে?
- A. Immediate purchase incentives (তাত্ক্ষণিক ক্রয়ের উদ্দীপনা)
 - B. Long-term brand reinforcement (দীর্ঘমেয়াদী ব্র্যান্ড শক্তিশালী করা)
 - C. Free product design services (বিনামূল্যে পণ্য ডিজাইন সেবা)
 - D. Zero marketing budget (শূন্য বিপণন বাজেট)

Answer: A

Explanation: Sales promotion focuses on short-term incentives (discounts, coupons) to spur immediate purchases, unlike advertising's long-term image goals.

16. Public relations primarily aims to __. জনসম্পর্কের প্রধান উদ্দেশ্য হল কী?
- A. Build and maintain a positive public image (ধনাত্মক জনমত গড়ে তোলা ও বজায় রাখা)
 - B. Sell products directly to consumers (পণ্য সরাসরি গ্রাহকদের কাছে বিক্রি করা)
 - C. Set advertising budgets (বিজ্ঞাপন বাজেট নির্ধারণ করা)
 - D. Determine product pricing (পণ্যের মূল্য নির্ধারণ করা)

Answer: A

Explanation: PR focuses on managing a favorable image and relationships with the public, not on direct selling or pricing.

17. Which of the following is NOT typically considered a PR tool? নিম্নলিখিত কোনটি সাধারণত জনসম্পর্কের টুল হিসাবে বিবেচিত হয় না?
- A. Press releases (প্রেস বিজ্ঞপ্তি)
 - B. Corporate social responsibility programs (কর্পোরেট সামাজিক দায়িত্ব কর্মসূচি)
 - C. Trade shows (বাণিজ্য শো)
 - D. Paid commercials (প্রচারমূলক বিজ্ঞাপন)

Answer: D

Explanation: Paid commercials are advertising, not a PR tool. PR tools include press releases, events, CSR initiatives, etc.

18. Public relations is especially useful for ___. জনসম্পর্ক বিশেষ করে কোন কাজে সহায়ক?

- A. Launching unpopular products (অপছন্দের পণ্য চালু করা)
- B. Managing unfavorable rumors and crises (অপ্রীতিকর গুজব ও সংকট পরিচালনা করা)
- C. Building sales promotions (বিক্রয় উদ্দীপনা তৈরি করা)
- D. Setting sales quotas (বিক্রয় কোটা নির্ধারণ করা)

Answer: B

Explanation: PR is crucial for handling crises or negative publicity (rumors) by communicating with stakeholders.

Marketing Channels and Supply Chain Management

1. A multichannel (or omnichannel) distribution system means:

মাল্টি-চ্যানেল বিতরণ ব্যবস্থার অর্থ:

- A. Selling through two or more different channels (e.g., both online and in physical stores) / একাধিক ভিন্ন চ্যানেলের মাধ্যমে বিক্রি করা (যেমন অনলাইন এবং শারীরিক দোকান উভয়ই)
- B. Selling only through one exclusive channel / একমাত্র একটি একচেটিয়া চ্যানেলের মাধ্যমে বিক্রি করা
- C. Selling only through wholesalers / কেবল পাইকারদের মাধ্যমে বিক্রি করা
- D. Using only digital channels for sales / শুধুমাত্র ডিজিটাল চ্যানেল ব্যবহার করে বিক্রি করা

Correct Answer: A

Explanation: A multichannel distribution system means the firm uses more than one channel to reach customers (for example, direct e-commerce and traditional retail stores simultaneously).

2. What is horizontal channel conflict?

নিচের কোনটি অনুভূমিক চ্যানেল দ্বন্দ্বকে বোঝায়?

- A. Conflict between two intermediaries at the same level (e.g., two retailers competing) / একই স্তরের দুইটি মধ্যস্থতাকারীর মধ্যে দ্বন্দ্ব (যেমন দুটি খুচরা বিক্রেতার মধ্যে প্রতিযোগিতা)
- B. Conflict between manufacturer and distributor / প্রস্তুতকারক ও বিতরণকারী মধ্যে দ্বন্দ্ব
- C. Conflict between different levels of the channel / চ্যানেলের বিভিন্ন স্তরের মধ্যে দ্বন্দ্ব
- D. Conflict between company and supplier / কোম্পানি ও সরবরাহকারীর মধ্যে দ্বন্দ্ব

Correct Answer: A

Explanation: Horizontal conflict occurs between intermediaries at the same level in the channel, such as two retailers or two wholesalers competing in overlapping territories.

3. Which of the following best describes a direct channel of distribution?

নিচের কোনটি সরাসরি (ডাইরেক্ট) বিতরণ চ্যানেলের উদাহরণ?

- A. A manufacturer sells its products straight to consumers through its own website or stores / কোনো প্রস্তুতকারক তার পণ্য নিজের ওয়েবসাইট বা স্টোর ব্যবহার করে সরাসরি ভোক্তাদের কাছে বিক্রি করে
- B. A manufacturer sells products to a wholesaler, who then sells to retailers / প্রস্তুতকারক তার পণ্য পাইকারকে বিক্রি করে, যিনি পরে খুচরা বিক্রেতাদের কাছে বিক্রি করেন

- C. A retailer buys products and sells to consumers / একটি খুচরা বিক্রেতা পণ্য কিনে ভোক্তাদের কাছে বিক্রি করে
- D. A company sells products to a distributor who only supplies institutional buyers / একটি কোম্পানি তার পণ্যকে এমন একটি বিতরণকারীকে বিক্রি করে যে শুধুমাত্র প্রতিষ্ঠানভিত্তিক ক্রেতাদের সরবরাহ করে

Correct Answer: A

Explanation: A direct channel means the producer sells directly to the end consumer (for example, via company-owned stores or online). The other options involve intermediaries.

4. A vertical marketing system is characterized by __. উল্লম্ব বিপণন ব্যবস্থা দ্বারা কী বৈশিষ্ট্য বোঝায়?
- A. Independent, competitive channel members (স্বাধীন, প্রতিযোগিতামূলক চ্যানেল সদস্যরা)
- B. Ownership or cooperation across channel levels (চ্যানেলের বিভিন্ন স্তরে মালিকানা বা সহযোগিতা)
- C. Using only direct sales to consumers (শুধুমাত্র সরাসরি বিক্রি ব্যবহৃত)
- D. No intermediaries (কোনও মধ্যস্থতাকারী নেই)

Answer: B

Explanation: Vertical marketing systems coordinate stages of distribution (e.g., manufacturers, wholesalers, retailers) through ownership or collaboration for efficiency.

5. A horizontal marketing system occurs when __. আড়াআড়িভাবে বিপণন ব্যবস্থাটি কী হয়?
- A. Firms at the same channel level cooperate (একই স্তরের কোম্পানীগুলি সহযোগিতা করে)
- B. A company owns all levels of the channel (একটি কোম্পানি চ্যানেলের সব স্তরের মালিকানা করে)
- C. A channel bypasses all intermediaries (চ্যানেল সব মধ্যস্থতাকারীকে এড়িয়ে চলে)
- D. Multiple product lines are merged (বহু পণ্যের লাইন একত্রিত করা হয়)

Answer: A

Explanation: Horizontal systems involve companies at the same distribution level (e.g., two retailers) forming alliances to pursue new marketing opportunities.

6. Motivating channel members can include offering __. চ্যানেল সদস্যদের উদ্দীপিত করতে নিচের কোনটি সরবরাহ করা যেতে পারে?
- A. Trade allowances or incentives (বাণিজ্যিক ভাতা বা প্রণোদনা)
- B. Higher manufacturing costs (উচ্চ উৎপাদন খরচ)
- C. Longer production time (দীর্ঘ উৎপাদন সময়)
- D. Complicated contracts (জটিল চুক্তি)

Answer: A

Explanation: Trade allowances and incentives (like discounts or cooperative advertising funds) are used to motivate wholesalers and retailers to sell a brand.

Marketing in Bangladesh

1. Which of the following is a major marketing problem for consumer products in Bangladesh? বাংলাদেশে ভোক্তা পণ্যের জন্য কোনটি একটি বড় বিপণন সমস্যা?
- A. Low consumer purchasing power / ভোক্তাদের ক্রয়ক্ষমতা নিম্ন হওয়া
- B. Overabundance of marketing infrastructure / বিপণন অবকাঠামোর অত্যধিক সরবরাহ

- C. Excessive product standardization / অত্যধিক পণ্য মানায়ন
 D. Complete absence of competition / সম্পূর্ণ প্রতিযোগিতার অভাব

Correct Answer: A

Explanation: A common challenge in Bangladesh is the relatively low per capita income, which limits consumer purchasing power and market size.

2. What is the main role of BSTI (Bangladesh Standards & Testing Institution) in the marketing of products?

পণ্যের বিপণনে বিএসটিআই (বাংলাদেশ স্ট্যান্ডার্ডস অ্যান্ড টেস্টিং ইনস্টিটিউশন)-এর প্রধান ভূমিকা কী?

- A. Enforcing product quality and safety standards / পণ্যের গুণমান ও নিরাপত্তা মান নিশ্চিত করা
 B. Providing financing for small businesses / ক্ষুদ্র ব্যবসায়িকদের জন্য অর্থায়ন প্রদান
 C. Organizing trade fairs for exporters / রপ্তানিকারকদের জন্য বাণিজ্য মেলা আয়োজন করা
 D. Regulating stock market prices / শেয়ার বাজারের দাম নিয়ন্ত্রণ করা

Correct Answer: A

Explanation: BSTI is responsible for setting and enforcing standards and quality control for products in Bangladesh, ensuring consumer protection and export quality.

3. The EPB (Export Promotion Bureau) in Bangladesh primarily focuses on:

বাংলাদেশে ইপিবি (রপ্তানি উন্নয়ন ব্যুরো) মূলত কোন বিষয়ে মনোনিবেশ করে?

- A. Promoting and facilitating exports of domestic products / দেশীয় পণ্যের রপ্তানি বৃদ্ধি ও সহায়তা করা
 B. Regulating the stock exchange / শেয়ারবাজার নিয়ন্ত্রণ
 C. Standardizing imported products / আমদানি পণ্যের মান নির্ধারণ
 D. Providing retail financing to consumers / ভোক্তাদের জন্য খুচরা আর্থিক সহায়তা দেয়া

Correct Answer: A

Explanation: The Export Promotion Bureau's role is to promote and develop exports by providing support, information, and incentives to exporters.

4. What is an EPZ (Export Processing Zone) in Bangladesh? (বাংলাদেশে EPZ (রপ্তানি প্রক্রিয়াকরণ অঞ্চল) কী?)

- A. A specially designated area where companies manufacture goods for export with tax and duty benefits / এমন একটি বিশেষ এলাকা যেখানে করমুক্ত সুবিধা নিয়ে পণ্য রপ্তানির উদ্দেশ্যে উৎপাদন করা হয়
 B. A government agency that provides export loans / একটি সরকারী সংস্থা যা রপ্তানির জন্য ঋণ প্রদান করে
 C. A marketplace where only imported goods are sold / এমন একটি বাজার যেখানে শুধুমাত্র আমদানি পণ্য বিক্রি হয়
 D. A local business association for retailers / খুচরা বিক্রেতাদের স্থানীয় ব্যবসায়িক সমিতি

Correct Answer: A

Explanation: An EPZ is a special zone that offers tax exemptions and incentives to companies producing goods for export, thereby promoting industrial export activity.

5. Which of the following statements about stock exchanges in Bangladesh is true?

বাংলাদেশের স্টক এক্সচেঞ্জ সম্পর্কে নিচের কোন বিবৃতিটি সত্য?

- A. They help companies raise capital by issuing shares to the public / কোম্পানিগুলোকে শেয়ার ইস্যু করে

তহবিল সংগ্রহ করতে সহায়তা করে

- B. They directly regulate consumer prices of goods / পণ্যগুলির ভোক্তা মূল্য সরাসরি নিয়ন্ত্রণ করে
- C. They are responsible for product quality standards in markets / বাজারে পণ্যের গুণগতমানের জন্য দায়ী
- D. They provide subsidies to farmers / কৃষকদের জন্য সস্তাবাজি প্রদান করে

Correct Answer: A

Explanation: Stock exchanges (like the Dhaka and Chittagong Stock Exchanges) facilitate the raising of capital for companies by allowing them to sell shares to investors. They do not set consumer prices, regulate product quality, or subsidize farmers.

6. What is the primary role of BSTI (Bangladesh Standards and Testing Institution)? বিএসটিআই (বাংলাদেশ স্ট্যান্ডার্ডস অ্যান্ড টেস্টিং ইনস্টিটিউশন) এর প্রধান ভূমিকা কী?
- A. Export promotion (রপ্তানি উন্নয়ন)
 - B. Product quality standardization (পণ্যমান নির্ধারণ এবং মান নিয়ন্ত্রণ)
 - C. Managing stock exchanges (স্টক এক্সচেঞ্জ পরিচালনা করা)
 - D. Providing banking regulations (ব্যাংকিং বিধান প্রদান করা)

Answer: B

Explanation: BSTI sets and enforces product quality standards in Bangladesh, protecting consumers and ensuring product safety.

7. What is the main function of the Export Promotion Bureau (EPB) in Bangladesh? বাংলাদেশের রপ্তানি উন্নয়ন ব্যুরো (ইপিবি) এর প্রধান কাজ কী?
- A. Regulating domestic retail sales (ঘরোয়া খুচরা বিক্রয় নিয়ন্ত্রণ করা)
 - B. Promoting export growth and assisting exporters (রপ্তানি বৃদ্ধিতে সহায়তা প্রদান)
 - C. Overseeing microfinance institutions (মাইক্রোফাইন্যান্স প্রতিষ্ঠানগুলো পর্যবেক্ষণ করা)
 - D. Managing agricultural policy (কৃষি নীতি পরিচালনা করা)

Answer: B

Explanation: EPB's role is to support and promote Bangladesh's exports through policies, incentives, and market development.

8. The primary purpose of Export Processing Zones (EPZ) in Bangladesh is to __. বাংলাদেশে রপ্তানি প্রক্রিয়াকরণ অঞ্চলের (EPZ) মূল উদ্দেশ্য কী?
- A. Provide domestic consumer subsidies (ঘরোয়া ভোক্তা ভাতা প্রদান)
 - B. Attract foreign investment and boost exports (প্রবাসী বিনিয়োগ আকর্ষণ এবং রপ্তানি বৃদ্ধি)
 - C. Generate agricultural products (কৃষিজ পণ্য উৎপাদন)
 - D. Regulate local stock markets (স্থানীয় শেয়ার বাজার নিয়ন্ত্রণ করা)

Answer: B

Explanation: EPZs offer incentives to export-oriented industries, aiming to attract investment and increase exports.

9. How does the stock exchange in Bangladesh affect marketing? বাংলাদেশে শেয়ারবাজার কীভাবে বিপণনকে প্রভাবিত করে?

- A. It provides companies with long-term capital for growth (এটি কোম্পানিগুলোকে দীর্ঘ-মেয়াদী মূলধন সরবরাহ করে)
- B. It sets price controls for consumer goods (এটি ভোক্তা পণ্যের জন্য মূল্য নিয়ন্ত্রণ নির্ধারণ করে)
- C. It limits imports (এটি আমদানি সীমিত করে)
- D. It certifies product quality (এটি পণ্যমান সনদ দেয়)

Answer: A

Explanation: The stock exchange allows companies to raise funds from public investors, which can be used for marketing expansion and innovation.

10. Which of the following is a common marketing challenge for consumer products in Bangladesh? বাংলাদেশে ভোক্তা পণ্যের জন্য সাধারণত কোন ধরনের বিপণন সমস্যা দেখা দেয়?
- A. Saturated market demand (পরিপূর্ণ বাজার চাহিদা)
 - B. Poor infrastructure and distribution channels (দুর্বল অবকাঠামো এবং বিপণন চ্যানেল)
 - C. Excessive product standardization (অতিরিক্ত পণ্য স্ট্যান্ডার্ডাইজেশন)
 - D. Limited internet penetration (সীমিত ইন্টারনেট প্রবেশাধিকার)

Answer: B

Explanation: Bangladesh faces challenges like poor transport and distribution infrastructure, which complicate product availability and marketing.

11. What is considered an opportunity (prospect) in the Bangladeshi consumer market? বাংলাদেশের ভোক্তা বাজারে কোনটি সম্ভাবনাময় (সুযোগ) হিসেবে বিবেচিত?
- A. Rapidly growing middle class purchasing power (দ্রুত বৃদ্ধি পাচ্ছে মধ্যবিত্তের ক্রয়ক্ষমতা)
 - B. High market regulation costs (উচ্চ বাজার নিয়ন্ত্রণ খরচ)
 - C. Declining mobile phone usage (মোবাইল ফোন ব্যবহারে হ্রাস)
 - D. Decreasing population (জনসংখ্যা হ্রাস)

Answer: A

Explanation: A rising middle class and increasing income levels in Bangladesh create a strong opportunity for expanding consumer markets.

Integrated Marketing Communications

1. What is the main idea behind integrated marketing communications (IMC)? (সমন্বিত বিপণন যোগাযোগ (IMC)-এর প্রধান ধারণা কী?)
- A. Using multiple uncoordinated messages to saturate the market / অনেকগুলো অসমন্বিত বার্তা ব্যবহার করে বাজার পূর্ণ করা
 - B. Combining all promotional tools to deliver a clear, consistent message / সকল প্রচার উপাদানকে একীভূত করে স্পষ্ট ও সামঞ্জস্যপূর্ণ বার্তা প্রদান করা
 - C. Focusing only on personal selling to build customer relationships / কেবল ব্যক্তিগত বিক্রয়ের ওপরই গুরুত্ব দিয়ে গ্রাহক সম্পর্ক গড়ে তোলা
 - D. Reducing advertising spend by eliminating other promotion tools / অন্যান্য প্রচারপদ্ধতি বাদ দিয়ে বিজ্ঞাপনে খরচ কমানো

Correct Answer: B

Explanation: IMC is about coordinating all promotional tools (advertising, sales promotion, PR, personal selling, direct marketing) so customers receive a consistent, unified message.

2. Which promotional budgeting method involves setting the budget based on competitor spending?
নিচের কোন বিপণন বাজেট নির্ধারণ পদ্ধতিতে প্রতিযোগীদের ব্যয়ের ওপর ভিত্তি করে বাজেট ঠিক করা হয়?
- A. Affordable method / যা খরচ বহন করা যায় (Affordable)
B. Percentage-of-sales method / বিক্রয়-ভাগ পদ্ধতি
C. Competitive-parity method / প্রতিযোগিতামূলক সমতা পদ্ধতি
D. Objective-and-task method / লক্ষ্য-কার্য পদ্ধতি

Correct Answer: C

Explanation: The competitive-parity method sets the promotion budget to match that of competitors. It assumes competitive parity (similar budgets) will produce comparable market share.

3. What does the 'I' in the AIDA model of marketing communications stand for?
বিপণন যোগাযোগের AIDA মডেলে 'I' কোন শব্দের প্রথম অক্ষর?
- A. Interest / আগ্রহ
B. Influence / প্রভাব
C. Inertia / আলস্য
D. Innovation / উদ্ভাবন

Correct Answer: A

Explanation: AIDA stands for Attention (or Awareness), Interest, Desire, and Action. 'Interest' is the second stage, representing the customer's engagement with the product after noticing it.

4. In integrated marketing communications (IMC), the first step in developing effective communications is to ___. সমন্বিত বিপণন যোগাযোগে (IMC) কার্যকর যোগাযোগ বিকাশের প্রথম ধাপ কী?
- A. Set communication objectives (যোগাযোগের লক্ষ্য নির্ধারণ)
B. Identify the target audience (লক্ষ্য শ্রোতাদের নির্ধারণ করা)
C. Develop advertising budget (বিজ্ঞাপনের বাজেট তৈরি করা)
D. Launch the promotional campaign (প্রচারাভিযান চালু করা)

Answer: B

Explanation: First, IMC planning identifies the target audience, ensuring all messages are tailored to the right group.

5. A key advantage of IMC is ensuring consistency of __ across all marketing channels. সমন্বিত বিপণন যোগাযোগের একটি মূল সুবিধা হল সমস্ত বিপণন চ্যানেলে কী কী বিষয়ের ধারাবাহিকতা নিশ্চিত করা?
- A. Pricing strategy (মূল্য নির্ধারণ কৌশল)
B. Message and brand image (বার্তা ও ব্র্যান্ড ইমেজ)
C. Number of salespeople (বিক্রয় কর্মীদের সংখ্যা)
D. Product features (পণ্যের বৈশিষ্ট্য)

Answer: B

Explanation: IMC ensures that all communications deliver a unified message and image for the brand.

6. Which of the following is NOT part of the marketing communication mix? নিম্নলিখিত কোনটি বিপণন যোগাযোগ মিশ্রণের অংশ নয়?
- A. Advertising (বিজ্ঞাপন)
 - B. Personal selling (ব্যক্তিগত বিক্রয়)
 - C. Direct marketing (প্রত্যক্ষ বিপণন)
 - D. Inventory management (জরিপ ব্যবস্থাপনা)

Answer: D

Explanation: Inventory management is an operational/logistics activity, not a promotional tool in the communication mix.

7. After identifying the target audience, the next step in IMC planning is to ___. লক্ষ্য শ্রোতা নির্ধারণের পর IMC পরিকল্পনার পরবর্তী ধাপ কী?
- A. Set communication objectives (যোগাযোগের উদ্দেশ্য নির্ধারণ করা)
 - B. Develop packaging design (প্যাকেজিং ডিজাইন তৈরি করা)
 - C. Hire more salespeople (বেশি বিক্রয় কর্মী নিয়োগ করা)
 - D. Reduce production costs (উৎপাদন খরচ কমানো)

Answer: A

Explanation: Once the target audience is identified, the next step is to set specific communication objectives (e.g., awareness, interest).

Personal Selling, Direct Marketing, and CRM

1. What is typically the first step in the personal selling process? ব্যক্তিগত বিক্রয় প্রক্রিয়ার প্রথম ধাপ সাধারণত কী?
- A. Prospecting (identifying potential customers) / সম্ভাব্য গ্রাহক খোঁজা (Prospecting)
 - B. Presentation / উপস্থাপনা
 - C. Closing the sale / চুক্তি সম্পন্ন করা
 - D. Follow-up / পরবর্তীতে যোগাযোগ করা

Correct Answer: A

Explanation: The personal selling process typically begins with prospecting – identifying and qualifying potential customers.

2. Which of the following is a key characteristic of personal selling as a promotional tool? প্রচার উপকরণ হিসেবে ব্যক্তিগত বিক্রয়ের একটি প্রধান বৈশিষ্ট্য কোনটি?
- A. It provides two-way communication between buyer and seller / ক্রেতা ও বিক্রেতার মধ্যে দ্বিমুখী যোগাযোগ স্থাপন করে
 - B. It reaches a very large audience with one uniform message / একবারে একগুচ্ছ শ্রোতাদের একই বার্তা পাঠায়

- C. It has very low cost per contact / প্রতি গ্রাহকের সাথে খরচ খুব কম
D. It is completely impersonal / পুরোপুরি ব্যক্তিহীন

Correct Answer: A

Explanation: Personal selling is characterized by interpersonal, two-way communication. The salesperson can adjust messages and answer questions in real time, unlike one-way mass communication.

3. Which of the following is NOT a form of direct marketing?

নিচের কোনটি সরাসরি বিপণনের ধরন নয়?

- A. Telemarketing / টেলিমার্কেটিং
B. Catalog marketing / ক্যাটালগ বিপণন
C. Personal selling / ব্যক্তিগত বিক্রয়
D. Direct mail / সরাসরি ডাকপত্র মার্কেটিং

Correct Answer: C

Explanation: Direct marketing involves direct, targeted communications, such as telemarketing, catalog mailers, and email. Personal selling is a distinct promotional method that involves face-to-face interaction.

4. A major benefit of direct marketing for companies is that it:

কোম্পানির জন্য সরাসরি বিপণনের একটি বড় সুবিধা হল যে এটি:

- A. Allows targeting specific segments with personalized messages / ব্যক্তিগতকৃত বার্তার মাধ্যমে নির্দিষ্ট গ্রাহকগোষ্ঠীকে টার্গেট করতে সাহায্য করে
B. Provides face-to-face interaction with customers / গ্রাহকদের সাথে মুখোমুখি যোগাযোগ প্রদান করে
C. Relies on mass media to reach large audiences / বড় পরিসরে পৌঁছাতে গণমাধ্যম ব্যবহার করে
D. Reduces the need for customer relationship management / গ্রাহক সম্পর্ক ব্যবস্থাপনা কমিয়ে দেয়

Correct Answer: A

Explanation: Direct marketing enables precise targeting of selected customers with personalized offers (via email, mail, telemarketing, etc.), making campaigns more efficient and measurable.

5. What is typically the last step in the personal selling process?

ব্যক্তিগত বিক্রয় প্রক্রিয়ার সাধারণত শেষ ধাপ কী?

- A. Prospecting / সম্ভাব্য গ্রাহক খোঁজা
B. Closing the sale / বিক্রয় সম্পন্ন করা
C. Follow-up / বিক্রয়ের পরবর্তী কার্যক্রম
D. Presentation / প্রেজেন্টেশন

Correct Answer: C

Explanation: Follow-up (servicing the customer after the sale) is generally the final step. It ensures customer satisfaction and helps build long-term relationships, coming after the sale is closed.

6. Which of the following is the final step in the personal selling process? নিম্নলিখিতগুলির মধ্যে কোনটি ব্যক্তিগত বিক্রয় প্রক্রিয়ার চূড়ান্ত ধাপ?

- A. Pre-approach (পূর্ব-প্রক্রিয়া)
- B. Closing the sale (বিক্রয় সম্পন্ন করা)
- C. Presentation (প্রজেন্টেশন)
- D. Follow-up (অনুসরণ)

Answer: D

Explanation: Follow-up (post-sales follow-up and service) is the final step after closing a sale to ensure customer satisfaction and future business.

7. In the selling process, which step comes immediately before closing the sale? বিক্রয় প্রক্রিয়ায়, বিক্রয় সম্পন্ন করার ঠিক আগে কোন ধাপটি আসে?
- A. Prospecting (প্রসপেক্টিং)
 - B. Handling objections (আপত্তি মোকাবেলা)
 - C. Presenting (প্রজেন্টেশন)
 - D. Approach (ভূমিকা গ্রহণ)

Answer: B

Explanation: Handling objections (addressing customer concerns) typically comes just before closing the sale.

8. A loyalty program (e.g., reward points) is an example of which customer relationship tool? লোকালয় প্রোগ্রাম (যেমন, রিওয়ার্ড পয়েন্ট) কোন ধরনের গ্রাহক সম্পর্ক টুলের উদাহরণ?
- A. Sales promotion (বিক্রয় উদ্দীপনা)
 - B. Personal selling (ব্যক্তিগত বিক্রয়)
 - C. Direct marketing (প্রত্যক্ষ বিপণন)
 - D. CRM/Relationship marketing (CRM/সম্পর্ক বিপণন)

Answer: D

Explanation: Loyalty programs are a key component of CRM (customer relationship management) strategies designed to retain customers.

9. Which of the following best describes a key difference between advertising and personal selling? বিজ্ঞাপন এবং ব্যক্তিগত বিক্রয়ের মধ্যে একটি মূল পার্থক্য কী?
- A. Personal selling is one-way communication (ব্যক্তিগত বিক্রয় একমুখী যোগাযোগ)
 - B. Advertising allows personal interaction; selling does not (বিজ্ঞাপন ব্যক্তিগত মিথস্ক্রিয়া দেয়; বিক্রয় দেয় না)
 - C. Personal selling provides immediate feedback and customization (ব্যক্তিগত বিক্রয় তাৎক্ষণিক প্রতিক্রিয়া এবং ব্যক্তিগতকরণ দেয়)
 - D. Advertising is always cheaper than personal selling (বিজ্ঞাপন সবসময় ব্যক্তিগত বিক্রয়ের চেয়ে সস্তা)

Answer: C

Explanation: Personal selling is two-way and allows immediate feedback and customized communication, unlike mass advertising.

10. Which of the following is a form of direct marketing? নিম্নলিখিত কোনটি প্রত্যক্ষ বিপণনের একটি রূপ?

- A. Billboards (বিলবোর্ড)
- B. Telemarketing (টেলিমার্কেটিং)
- C. Magazine ads (ম্যাগাজিন বিজ্ঞাপন)
- D. Event sponsorship (ইভেন্ট স্পন্সরশিপ)

Answer: B

Explanation: Telemarketing (using telephone calls to reach customers) is a direct marketing tool, as is email or catalog marketing. Billboards and sponsorship are mass media channels.

11. Which of the following is NOT a direct marketing medium? নিম্নলিখিত কোনটি প্রত্যক্ষ বিপণন মাধ্যম নয়?

- A. Catalogs (ক্যাটালগ)
- B. Email advertising (ইমেইল বিজ্ঞাপন)
- C. E-commerce websites (ই-কমার্স ওয়েবসাইট)
- D. Television commercials (টেলিভিশন বিজ্ঞাপন)

Answer: D

Explanation: TV commercials are not considered direct marketing; they are a form of mass media advertising. Catalogs, email, and e-commerce are forms of direct marketing.

12. Direct marketing differs from mass media advertising primarily because it allows ___. প্রত্যক্ষ বিপণন মূলত কোন কারণে ভর বিপণনের বিজ্ঞাপনের থেকে আলাদা?

- A. Higher media reach (উচ্চতর মিডিয়া পরিবেশ)
- B. Personalized messages and measurable response (ব্যক্তিগত বার্তা ও পরিমাপযোগ্য প্রতিক্রিয়া)
- C. No need for creative content (সৃজনশীল বিষয়বস্তুর প্রয়োজন নেই)
- D. Guaranteed sales (নিশ্চিত বিক্রয়)

Answer: B

Explanation: Direct marketing allows personalization and measurable feedback (response rates), unlike broad mass advertising.

13. Telemarketing primarily involves ___. টেলিমার্কেটিং প্রধানত কী জড়িত করে?

- A. Visiting customers in person (ব্যক্তিগতভাবে গ্রাহকদের দেখা করা)
- B. Sending promotional emails (প্রচারমূলক ইমেইল পাঠানো)
- C. Calling customers via telephone (টেলিফোনের মাধ্যমে গ্রাহকদের কল করা)
- D. TV advertising (টিভি বিজ্ঞাপন)

Answer: C

Explanation: Telemarketing uses telephone calls to directly reach and sell to consumers.

14. An advantage of direct marketing over traditional advertising is its ability to ___. প্রথাগত বিজ্ঞাপনের চেয়ে প্রত্যক্ষ বিপণনের সুবিধাগুলির মধ্যে অন্যতম হল এর সামর্থ্য কী?

- A. Reach a mass audience without customization (কাস্টমাইজ ছাড়াই ভিড় দর্শকের কাছে পৌঁছানো)
- B. Measure results and target specific customer groups (ফলাফল পরিমাপ এবং নির্দিষ্ট গ্রাহক গোষ্ঠী লক্ষ্য করা)

- C. Completely eliminate marketing costs (সম্পূর্ণ বিপণন খরচ দূর করা)
D. Guarantee viral word-of-mouth (ভাইরাল প্রচার নিশ্চিত করা)

Answer: B

Explanation: Direct marketing can track response and be targeted to specific customers, which is harder with broad mass advertising.

Company and Marketing Strategy

1. An effective company mission statement should be:

একটি কার্যকর কোম্পানি মিশন বিবৃতি হওয়া উচিত:

- A. Market-oriented and focused on customer needs / বাজার-কেন্দ্রিক এবং গ্রাহকের চাহিদায় মনোনিবেশ করে
B. Defined in terms of the specific products the company sells / যে পণ্য কোম্পানি বিক্রি করে তা কেন্দ্র করে
C. Primarily focused on maximizing short-term profits / স্বল্পমেয়াদী লাভ সর্বোচ্চ করায় বেশি গুরুত্ব দিয়ে
D. Very broad to allow for any kind of business flexibility / নমনীয়তার জন্য খুবই বিস্তৃত

Correct Answer: A

Explanation: A good mission statement focuses on satisfying customer needs and benefits, not just products or short-term profits. It should be market-oriented.

2. The BCG growth-share matrix evaluates a business unit based on its:

BCG গ্রোথ-শেয়ার ম্যাট্রিক্স একটি ব্যবসায়িক একককে কোন বিষয়গুলি অনুযায়ী মূল্যায়ন করে?

- A. Market growth rate and relative market share / বাজার বৃদ্ধির হার এবং আপেক্ষিক বাজার শেয়ার
B. Product quality and brand loyalty / পণ্যের মান এবং ব্র্যান্ড আনুগত্য
C. Profit margin and market size / মুনাফার হার এবং বাজারের আকার
D. Competitive intensity and barriers to entry / প্রতিযোগিতার তীব্রতা এবং প্রবেশের বাধা

Correct Answer: A

Explanation: The Boston Consulting Group (BCG) matrix classifies business units by market growth rate and their relative market share.

3. Selling existing products in new markets (e.g., exporting current goods to other countries) is an example of which strategy in Ansoff's matrix?

Ansoff এর ম্যাট্রিক্সে বিদ্যমান পণ্য নতুন বাজারে বিক্রি করা (যেমন বিদ্যমান পণ্য বিদেশে রপ্তানি) কোন কৌশল?

- A. Market penetration / বাজার অনুপ্রবেশ কৌশল
B. Market development / বাজার উন্নয়ন কৌশল
C. Product development / পণ্য উন্নয়ন কৌশল
D. Diversification / বৈচিত্র্যকরণ কৌশল

Correct Answer: B

Explanation: Selling existing products in new markets (like entering a new geographic market) is known as market development in the Ansoff matrix.

4. SWOT analysis is used to evaluate:

SWOT বিশ্লেষণ কোন কিছু মূল্যায়নের জন্য ব্যবহৃত হয়?

- A. Internal strengths and weaknesses, and external opportunities and threats of a business / একটি ব্যবসার অভ্যন্তরীণ শক্তি ও দুর্বলতা এবং বাইরের সুযোগ-হুমকি
- B. Pricing strategies for different market segments / বিভিন্ন বাজারে বিভিন্ন মূল্য নির্ধারণ কৌশল
- C. Media channels for advertising campaigns / বিজ্ঞাপনের জন্য মিডিয়া চ্যানেল নির্বাচন
- D. Supply chain cost structures / সরবরাহ শৃঙ্খল খরচ কাঠামো

Correct Answer: A

Explanation: SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. It is a strategic planning tool to analyze internal and external factors affecting an organization.

5. A market-oriented mission statement focuses on ___. একটি বাজার-ভিত্তিক মিশন স্টেটমেন্ট কী বিষয়ের উপর গুরুত্ব দেয়?
- A. The company's products (কোম্পানির পণ্য)
- B. Target customers and their needs (লক্ষ্য গ্রাহক এবং তাদের চাহিদা)
- C. Annual sales targets (বার্ষিক বিক্রয় লক্ষ্য)
- D. The history of the company (কোম্পানির ইতিহাস)

Answer: B

Explanation: A market-oriented mission defines the business in terms of satisfying customers, not just selling products.

6. Selling existing products in existing markets is known as __ strategy (Ansoff matrix). বিদ্যমান পণ্য বিদ্যমান বাজারে বিক্রি করা কোন কৌশল হিসেবে পরিচিত?
- A. Market penetration (বাজার অনুপ্রবেশ)
- B. Product development (পণ্য উন্নয়ন)
- C. Market development (বাজার উন্নয়ন)
- D. Diversification (বৈচিত্র্যকরণ)

Answer: A

Explanation: Market penetration focuses on increasing sales of existing products in existing markets, often through more promotion or pricing.

7. Introducing a new product to an existing market is called ___. বিদ্যমান বাজারে একটি নতুন পণ্য চালু করা কোন পদ্ধতি?
- A. Market penetration (বাজার অনুপ্রবেশ)
- B. Product development (পণ্য উন্নয়ন)
- C. Market development (বাজার উন্নয়ন)
- D. Diversification (বৈচিত্র্যকরণ)

Answer: B

Explanation: Product development in Ansoff's Matrix is creating new products for existing markets.

8. A SWOT analysis helps a firm assess its ___. SWOT বিশ্লেষণ একটি সংস্থাকে কোন বিষয় মূল্যায়নে সাহায্য করে?
- A. Strengths, weaknesses, opportunities, and threats (শক্তি, দুর্বলতা, সুযোগ ও হুমকি)

- B. Sales, wealth, overhead, and transactions (বিক্রয়, সম্পদ, ওভারহেড, লেনদেন)
C. Social, worldly, organizational, and technological factors (সামাজিক, বিশ্বজনীন, সাংগঠনিক ও প্রযুক্তিগত উপাদান)
D. Size, weight, order, and time (আকার, ওজন, অর্ডার, সময়)

Answer: A

Explanation: SWOT stands for Strengths, Weaknesses, Opportunities, and Threats, a common strategic planning tool.

Competitive Analysis and Strategies

1. In competitor analysis, what is typically the first step?

প্রতিযোগী বিশ্লেষণে সাধারণত প্রথম ধাপ কী?

- A. Identifying the firm's competitors / প্রতিষ্ঠানটি কারা প্রতিযোগী তা নির্ধারণ করা
B. Developing marketing objectives / বিপণন লক্ষ্য তৈরি করা
C. Calculating relative market shares / আপেক্ষিক বাজার শেয়ার হিসাব করা
D. Setting pricing strategies / মূল্য নির্ধারণ কৌশল নির্ধারণ করা

Correct Answer: A

Explanation: The first step in competitor analysis is to identify who the company's current and potential competitors are, so the firm knows which rivals to analyze.

2. A company that focuses on serving very small well-defined market segments ignored by larger competitors is using a _____ strategy.

যে কোম্পানি বৃহৎ প্রতিযোগীদের অগ্রাহ্য করা খুবই ছোট এবং সুনির্দিষ্ট বাজার খণ্ডগুলোকে কেন্দ্র করে সেবা প্রদান করে, সেটি কোন কৌশল অবলম্বন করছে?

- A. Differentiation strategy / পার্থক্যকরণ কৌশল
B. Cost leadership strategy / খরচ নেতৃত্ব কৌশল
C. Niche (focused) marketing strategy / নিশ (কেন্দ্রীভূত) বিপণন কৌশল
D. Diversification strategy / বৈচিত্র্যকরণ কৌশল

Correct Answer: C

Explanation: Targeting small, specialized market segments overlooked by larger firms is characteristic of a niche (focused) marketing strategy, aiming for high loyalty from those segments.

3. If a company seeks to be the lowest-cost producer in its industry to gain competitive advantage, it is pursuing which generic strategy?

যদি একটি কোম্পানি প্রতিযোগিতামূলক সুবিধা অর্জনের জন্য তার শিল্পে সর্বনিম্ন খরচে পণ্য উৎপাদন করতে চায়, তবে এটি কোন সাধারণ কৌশল অবলম্বন করছে?

- A. Differentiation strategy / পার্থক্যকরণ কৌশল
B. Cost leadership strategy / খরচ নেতৃত্ব কৌশল
C. Focus strategy / নিশ কৌশল
D. Divestment strategy / সম্পত্তি বিক্রয় কৌশল

Correct Answer: B

Explanation: Cost leadership is the strategy of becoming the lowest-cost producer in the industry, allowing the firm to offer lower prices or achieve higher margins compared to competitors.

4. Differentiation strategy in competitive advantage refers to:

প্রতিযোগিতামূলক সুবিধায় পার্থক্যকরণ কৌশলের অর্থ হল:

- A. Offering unique product attributes valued by customers / গ্রাহকদের জন্য মূল্যবান অনন্য পণ্য বৈশিষ্ট্য প্রদান
- B. Targeting all customers with one standard product / একই পণ্য সকল গ্রাহকের কাছে বিক্রি করা
- C. Focusing solely on price competition / শুধুমাত্র মূল্যের প্রতিযোগিতার ওপর মনোনিবেশ করা
- D. Outsourcing production to reduce costs / উৎপাদন কমিয়ে আনার জন্য আউটসোর্সিং করা

Correct Answer: A

Explanation: A differentiation strategy involves offering products with unique features that customers value, thereby distinguishing the company's offerings from those of its competitors.

5. Competitive intelligence is the systematic collection of information about a company's __.

প্রতিযোগিতামূলক বুদ্ধিমত্তা হল কোম্পানির সম্পর্কে তথ্য সংগ্রহের পদ্ধতিগত প্রক্রিয়া?

- A. Internal financials (আভ্যন্তরীণ আর্থিক তথ্য)
- B. Competitors and environment (প্রতিদ্বন্দ্বী ও পরিবেশ)
- C. Raw material suppliers (কাঁচামালের সরবরাহকারী)
- D. Product manufacturing processes (পণ্য উৎপাদন প্রক্রিয়া)

Answer: B

Explanation: Competitive intelligence involves monitoring competitors and the broader environment to inform strategy.

6. A market challenger is most likely to pursue which strategy? একটি বাজার চ্যালেঞ্জার কোন কৌশল অনুসরণ করার সম্ভাবনা বেশি?

- A. Focusing on a niche market (একটি নিশ বাজারে মনোনিবেশ করা)
- B. Innovating independently of competitors (প্রতিযোগীদের সাথে সম্পর্ক ছাড়াই উদ্ভাবন করা)
- C. Directly attacking the market leader (বাজার নেতাকে সরাসরি আক্রমণ করা)
- D. Ignoring competitors' strategies (প্রতিযোগীদের কৌশল উপেক্ষা করা)

Answer: C

Explanation: Market challengers often use aggressive marketing or pricing to try to unseat the leader and gain market share.

7. A market leader typically __. একটি বাজার নেতা সাধারণত কী করে?

- A. Expands the total market demand (মোট বাজারের চাহিদা বাড়ায়)
- B. Follows the market challenger (বাজার চ্যালেঞ্জার অনুসরণ করে)
- C. Copies products from smaller rivals (ছোট প্রতিদ্বন্দ্বীদের পণ্য অনুকরণ করে)
- D. Avoids investment in innovation (উদ্ভাবনে বিনিয়োগ এড়ায়)

Answer: A

Explanation: Market leaders often focus on growing the market (e.g., through promotion or product improvements) and defending their share.

8. A market nicher strategy involves serving ___. একটি বাজার 'নিচার' কৌশল সম্পর্কে কোনটি সত্য?
- A. A small, specialized market segment (একটি ছোট, বিশেষায়িত বাজার খণ্ড)
 - B. The entire market (সমগ্র বাজার)
 - C. Only one product line (শুধুমাত্র একটি পণ্য লাইন)
 - D. Competitors' customers (প্রতিদ্বন্দ্বীদের গ্রাহক)

Answer: A

Explanation: Market nicher (concentrated strategy) targets small or specialized segments that others overlook.

9. A company that copies the products or marketing approaches of a market leader is called a ___. যে কোম্পানিটি বাজার নেতার পণ্য বা বিপণন কৌশল অনুকরণ করে, তাকে কী বলে?
- A. Market innovator (বাজার উদ্ভাবক)
 - B. Market adaptor (বাজার অভিযোজক)
 - C. Market imitator (বাজার নকলকারী)
 - D. Market leader (বাজার নেতা)

Answer: C

Explanation: A market imitator copies or lightly adapts competitors' products and marketing approaches (also called a follower).

New Product Development and Adoption

1. What is typically the first step in new product development?
নতুন পণ্য উন্নয়নের সাধারণত প্রথম ধাপ কী?
- A. Idea generation / ধারণা তৈরি
 - B. Test marketing / পরীক্ষামূলক বিপণন
 - C. Product launch / পণ্য চালু করা
 - D. Screening / ধারণা পরিমার্জন

Correct Answer: A

Explanation: Idea generation, brainstorming and sourcing new ideas for products, is the usual first stage in developing a new product.

2. Which of the following is NOT one of the stages in the consumer adoption process?
নিম্নলিখিত কোনটি ভোক্তার গ্রহণ প্রক্রিয়ার (adoption process) ধাপ নয়?
- A. Awareness / সচেতনতা
 - B. Interest / আগ্রহ
 - C. Evaluation / মূল্যায়ন
 - D. Implementation / প্রয়োগ

Correct Answer: D

Explanation: The standard stages are Awareness, Interest, Evaluation, Trial, and Adoption. "Implementation" is not one of them.

3. Which of the following factors is NOT one of the five factors affecting product adoption and diffusion?

নিম্নলিখিত কোনটি গ্রহণ ও বিস্তারের প্রক্রিয়াকে প্রভাবিতকারী পাঁচটি কারণের মধ্যে নেই?

- A. Relative advantage (of the product) / আপেক্ষিক সুবিধা
- B. Compatibility with existing values / বিদ্যমান মূল্যবোধের সাথে সামঞ্জস্য
- C. Observability of the product's benefits / পণ্যের উপকারিতা দেখার ক্ষমতা
- D. Market share of the company / কোম্পানির বাজার শেয়ার

Correct Answer: D

Explanation: The five diffusion factors are relative advantage, compatibility, complexity, trialability, and observability. The company's market share is not one of these factors.

4. Innovators are:

ইনোভেটর বা উদ্ভাবকরা কাদের বোঝায়?

- A. The first adopters of a new product, often adventurous and willing to try new ideas / নতুন পণ্য গ্রহণে প্রথম যারা এগিয়ে আসে, বেশ সাহসী এবং নতুন ধারণা গ্রহণ করতে আগ্রহী
- B. The last group to adopt an innovation, being highly skeptical of change / সর্বশেষে নতুনত্ব গ্রহণ করে, পরিবর্তন নিয়ে অত্যন্ত সংশয়ী
- C. The largest segment of the market, adopting just after average / বাজারের সবচেয়ে বড় অংশ যারা গড় গ্রহণকারীদের ঠিক পরেই গ্রহণ করে
- D. Those who require extensive personal selling and promotion to buy / যারা পণ্য কিনতে ব্যাপক ব্যক্তিগত বিক্রয় প্রচার প্রয়োজন হয়

Correct Answer: A

Explanation: Innovators are the small group of first users of an innovation; they are venturesome and eager to try new things.

5. Early adopters differ from early majority in that:

আগ্রহীরা (early adopters) এবং আগাম তোলাবাজ (early majority) গ্রুপের মধ্যে পার্থক্য হল:

- A. Early adopters adopt before the early majority and often help influence them / আগ্রহীরা আগাম তোলাবাজদের আগে গ্রহণ করে এবং অনেক ক্ষেত্রেই তাদের প্রভাবিত করে
- B. Early adopters require more personal selling than early majority / আগ্রহীদের আগাম তোলাবাজদের তুলনায় বেশি ব্যক্তিগত বিক্রয় প্রয়োজন
- C. Early adopters are more price-sensitive than early majority / আগ্রহীরা আগাম তোলাবাজদের তুলনায় মূল্য সংবেদনশীল
- D. Early adopters never influence others in the market / আগ্রহীরা কখনও পৌঁছানোর ক্ষেত্রে অন্যদের প্রভাবিত করে না

Correct Answer: A

Explanation: Early adopters are opinion leaders who adopt new products sooner than the early majority and can influence the broader market. (The other statements are incorrect).

6. Screening new product ideas to drop poor ones is known as ___. নতুন পণ্য ধারণা পর্দা দিয়ে যাচাই করা এবং খারাপগুলো বাদ দেওয়া কী নামে পরিচিত?
- A. Concept development (ধারণা উন্নয়ন)
 - B. Idea screening (আইডিয়া পর্দা)
 - C. Test marketing (পরীক্ষামূলক বিপণন)
 - D. Commercialization (বাণিজ্যিকীকরণ)

Answer: B

Explanation: Idea screening is the process of evaluating ideas to select the most promising ones for further development.

7. In the context of product adoption, 'relative advantage' refers to ___. পণ্য গ্রহণ প্রক্রিয়ার ক্ষেত্রে 'আপেক্ষিক সুবিধা' দ্বারা কী বোঝায়?
- A. Lower price than competitors (প্রতিযোগীদের তুলনায় কম দাম)
 - B. Degree to which a new product is perceived as better (কোন নতুন পণ্যকে আরও ভালো মনে করার মাত্রা)
 - C. Complexity of the product (পণ্যের জটিলতা)
 - D. Ability to try the product before purchase (ক্রয়ের আগে পণ্যটি চেষ্টা করে দেখা)

Answer: B

Explanation: Relative advantage is the extent to which a new product is seen as superior to existing alternatives, speeding adoption.

8. Launching a product in a limited market to gauge consumer response is called ___. ভোক্তার প্রতিক্রিয়া পরিমাপের জন্য একটি পণ্যকে সীমিত বাজারে চালু করা কী নামে পরিচিত?
- A. Test marketing (পরীক্ষামূলক বিপণন)
 - B. Full-scale launch (সম্পূর্ণ বাস্তবায়ন)
 - C. Concept testing (ধারণা পরীক্ষা)
 - D. Pilot production (পাইলট উৎপাদন)

Answer: A

Explanation: Test marketing is introducing a product and marketing program to a limited area to assess consumer response.

9. Which step typically comes just before 'Commercialization' in new product development? নতুন পণ্য উন্নয়নে, 'বাণিজ্যিকীকরণ'-এর ঠিক আগে সাধারণত কোন ধাপটি হয়?
- A. Idea generation (আইডিয়া উদ্ভাবন)
 - B. Test marketing (পরীক্ষামূলক বিপণন)
 - C. Concept screening (ধারণা পর্দা)
 - D. Product commercialization (পণ্যের বাণিজ্যিকীকরণ)

Answer: B

Explanation: Test marketing usually precedes full commercialization to gather real-market feedback.

10. One factor that speeds up product adoption is greater __. পণ্য গ্রহণ প্রক্রিয়া ত্বরান্বিত করার এক উপাদান হল বেশি __.

- A. Complexity (জটিলতা)
- B. Compatibility with existing values (বিদ্যমান মূল্যবোধের সাথে সামঞ্জস্য)
- C. High price (উচ্চ মূল্য)
- D. Regulatory approval (নিয়ন্ত্রক অনুমোদন)

Answer: B

Explanation: Greater compatibility (fit with customers' needs, values, and past experiences) accelerates adoption of a new product.

11. The first stage of the consumer adoption process is __. ভোক্তা গ্রহণ প্রক্রিয়ার প্রথম ধাপ কী?

- A. Interest (আগ্রহ)
- B. Evaluation (মূল্যায়ন)
- C. Awareness (সচেতনতা)
- D. Trial (পরীক্ষা)

Answer: C

Explanation: Awareness (or knowledge) is the first stage: the consumer learns about the product's existence.

Global Marketing Strategies

1. Licensing as a market entry strategy involves:

লাইসেন্সিং এক ধরনের বিদেশি বাজারে প্রবেশ কৌশল; এর মাধ্যমে কোম্পানি কী করে?

- A. Allowing a foreign firm to produce and sell its product in return for fees or royalties / বিদেশি কোম্পানিকে শর্তসাপেক্ষে অনুমতি দেওয়া যাতে সে পণ্য তৈরি ও বিক্রি করতে পারে এবং কোম্পানি ফি বা রয়্যালটি পায়
- B. A company opening its own factories abroad for production / কোম্পানি নিজস্ব উৎপাদন কারখানাগুলো বিদেশে স্থাপন করে
- C. Selling products through foreign agents or distributors / পণ্য বিক্রি করা বিদেশি এজেন্ট বা ডিস্ট্রিবিউটরদের মাধ্যমে
- D. Merging with a foreign company to form a new entity / বিদেশি কোম্পানির সাথে একত্রিত হয়ে নতুন প্রতিষ্ঠান গঠন করা

Correct Answer: A

Explanation: Licensing means granting a foreign company the rights to produce and sell a product in exchange for fees or royalties. It allows market entry with low investment and control.

2. A joint venture is:

যৌথ উদ্যোগ (Joint Venture) বলতে বোঝায়:

- A. A business agreement where a domestic firm partners with a foreign firm to create a jointly owned company / একটি ব্যবসায়িক চুক্তি যার মাধ্যমে দেশীয় ও বিদেশী দুইটি কোম্পানি মিলে একটি যৌথ

মালিকানাধীন সংস্থা গড়ে তোলে

B. Selling products in foreign markets through domestic distributors / বিদেশি বাজারে দেশীয় ডিস্ট্রিবিউটরদের মাধ্যমে বিক্রয় করা

C. A licensing arrangement with a local company abroad / বিদেশে স্থানীয় কোম্পানির সাথে লাইসেন্স চুক্তি করা

D. Merging two domestic companies into one / দুইটি দেশীয় কোম্পানিকে একত্র করে একটি প্রতিষ্ঠান গঠন করা

Correct Answer: A

Explanation: A joint venture is when a domestic company and a foreign company form a new entity together, sharing ownership and control in a foreign market.

3. Standardization (in global marketing) means:

বিশ্ববাজারে মানানসইকরণ (Standardization) বলতে কী বোঝায়?

A. Selling the same product worldwide without adapting it to local markets / সমগ্র বিশ্বে একই পণ্য বিক্রি করা, সেটাকে স্থানীয় বাজারের জন্য মানিয়ে না নিয়ে

B. Adapting products and promotions to each local market / প্রতিটি স্থানীয় বাজারের সঙ্গে পণ্য ও প্রচার সামঞ্জস্য করা

C. Using a single global pricing strategy for all markets / সব বাজারের জন্য একই বিশ্বব্যাপী মূল্য কৌশল ব্যবহার করা

D. Partnering with local firms in every market / প্রতিটি বাজারেই স্থানীয় কোম্পানির সাথে অংশীদারিত্ব করা

Correct Answer: A

Explanation: Standardization refers to offering uniform products and marketing globally, rather than customizing for each local market.

4. Which of the following entry modes involves the highest investment risk but also the greatest control?

নিচের কোন প্রবেশ পদ্ধতিতে সবচেয়ে বেশি বিনিয়োগ ঝুঁকি থাকে কিন্তু নিয়ন্ত্রণও সবচেয়ে বেশি?

A. Licensing / লাইসেন্সিং

B. Exporting / রপ্তানি

C. Joint venture / যৌথ উদ্যোগ

D. Foreign direct investment (establishing own operations abroad) / বিদেশে সরাসরি বিনিয়োগ (নিজস্ব প্রতিষ্ঠান চালু)

Correct Answer: D

Explanation: Foreign direct investment (such as setting up production facilities abroad) gives full control to the company but entails high investment risk and cost.

5. Which of the following has the lowest level of control and risk for a company entering a foreign market?

নিচের কোন পদ্ধতিতে বিদেশি বাজারে প্রবেশের জন্য একটি কোম্পানির নিয়ন্ত্রণ ও ঝুঁকি সর্বনিম্ন?

A. Exporting / রপ্তানি

- B. Franchising / ফ্র্যাঞ্চাইজিং
- C. Joint venture / যৌথ উদ্যোগ
- D. Direct investment / সরাসরি বিনিয়োগ

Correct Answer: A

Explanation: Exporting (especially indirect exporting through local distributors) involves relatively low risk and little direct investment, though also less control.

6. Forming a partnership with a local foreign company to market products abroad is called ____.
- বৈদেশিক বাজারে পণ্য বিপণনের জন্য বিদেশী কোনও স্থানীয় কোম্পানির সঙ্গে অংশীদারিত্ব গঠন করার প্রক্রিয়াকে কী বলে?
- A. Exporting (রপ্তানি)
 - B. Licensing (লাইসেন্স প্রদান)
 - C. Joint venture (যৌথ উদ্যোগ)
 - D. Franchising (ফ্র্যাঞ্চাইজিং)

Answer: C

Explanation: A joint venture is a partnership between a company and a foreign firm to share resources and markets.

7. Which mode of market entry involves selling to a foreign market through intermediaries without direct investment? বাজারে প্রবেশের কোন পদ্ধতিতে সরাসরি বিনিয়োগ না করেই মধ্যস্থতাকারীদের মাধ্যমে বিদেশি বাজারে বিক্রি করা হয়?
- A. Direct export (সরাসরি রপ্তানি)
 - B. Indirect export (পরোক্ষ রপ্তানি)
 - C. Foreign licensing (বিদেশী লাইসেন্সিং)
 - D. Joint venture (যৌথ উদ্যোগ)

Answer: B

Explanation: Indirect export utilizes domestic intermediaries to facilitate exports, thereby avoiding direct investment abroad.

8. A regional free trade area is characterized by ____.
- একটি আঞ্চলিক মুক্ত বাণিজ্য এলাকা দ্বারা কী বৈশিষ্ট্য পাওয়া যায়?
- A. Common external tariffs among members (সদস্যদের মধ্যে সাধারণ বহিরাগত শুল্ক)
 - B. No import/export among members (সদস্যদের মধ্যে আমদানি/রপ্তানি নেই)
 - C. Reduced trade barriers among member countries (সদস্য দেশের মধ্যে বাণিজ্য বাধা হ্রাস)
 - D. Single currency for all members (সমস্ত সদস্যের জন্য একক মুদ্রা)

Answer: C

Explanation: Free trade areas reduce or eliminate tariffs among members; common external tariffs apply in customs unions, and a single currency is a monetary union.

9. Global standardization of products means ____.
- পণ্যগুলির বিশ্ব-মানকরণ বলতে কী বোঝায়?
- A. Tailoring every product to each local market (প্রতিটি স্থানীয় বাজার অনুযায়ী প্রতিটি পণ্য স্বনির্ধারিত করা)
 - B. Selling identical products worldwide (বিশ্বব্যাপী একই পণ্য বিক্রি করা)

- C. Setting different prices in every country (প্রতিটি দেশে আলাদা মূল্য নির্ধারণ)
- D. Only exporting to one country (শুধু এক দেশে রপ্তানি করা)

Answer: B

Explanation: Standardization means offering the same product with minimal changes across global markets, usually to achieve economies of scale.

10. Deciding how many international markets to enter and which ones is part of ___. কতগুলো আন্তর্জাতিক বাজারে প্রবেশ করতে হবে এবং কোনগুলো নির্বাচন করতে হবে তা কোন বিষয়ে অন্তর্ভুক্ত?
- A. Market development (বাজার উন্নয়ন)
 - B. Market entry strategy (বাজারে প্রবেশ কৌশল)
 - C. Product differentiation (পণ্য পার্থক্যকরণ)
 - D. Domestic strategy (ঘরোয়া কৌশল)

Answer: B

Explanation: Choosing which and how many foreign markets to enter is part of the market entry strategy in global marketing.

Retailing, Wholesaling, and Logistics

1. Which of the following is an example of a retailer?
নিচের কোনটি খুচরা বিক্রেতার উদাহরণ?
- A. A store like Bata selling shoes directly to consumers / বাটা ব্র্যান্ডের একটি দোকান যা সরাসরি ভোক্তাদের কাছে জুতো বিক্রি করে
 - B. A company that buys in bulk and sells to other businesses (wholesaler) / পাইকারি ক্রেতার দল যা পাইকারি পরিমাণে নিয়ে ব্যবসাগুলিকে বিক্রি করে
 - C. A logistics firm that transports goods / যাতায়াত সংস্থা যা পণ্য পরিবহন করে
 - D. A factory that manufactures products / একটি কারখানা যা পণ্য তৈরি করে

Correct Answer: A

Explanation: Bata (shoe retailer) sells products directly to end consumers, so it is a retailer.

Wholesalers sell to businesses, logistics firms transport goods, and manufacturers make products.

2. Which of the following is an example of a wholesaler?
নিচের কোনটি পাইকারি বিক্রেতার উদাহরণ?
- A. A business that buys products in bulk and resells them to retailers (e.g., a food wholesaler) / পাইকারি পরিমাণে পণ্য কিনে খুচরা বিক্রেতাদের বিক্রি করে এমন ব্যবসা (যেমন একটি খাদ্য পাইকারী)
 - B. A supermarket selling groceries to final consumers / সাধারণ ক্রেতাদের খাবার বিক্রির জন্য সুপারমার্কেট
 - C. A company selling products directly online to consumers / সরাসরি ইন্টারনেটে ভোক্তাদের কাছে পণ্য বিক্রয় করে এমন কোম্পানি
 - D. A clothing store selling garments in a shopping mall / শপিং মলে একটি গার্মেন্টস দোকান

Correct Answer: A

Explanation: A wholesaler buys large quantities from manufacturers and resells in smaller lots to retailers or other businesses.

3. One of the main objectives of marketing logistics (supply chain management) is to:
 বিপণন লজিস্টিক্স (সরবরাহ শৃঙ্খল ব্যবস্থাপনা) এর প্রধান উদ্দেশ্যগুলির মধ্যে একটি হল:
- A. Deliver the right products to the right place, at the right time, in the right condition, at the lowest total cost / সঠিক পণ্য সঠিক সময়ে সঠিক জায়গায় সঠিক অবস্থায় সর্বনিম্ন মোট খরচে পৌঁছে দেওয়া
 - B. Minimize inventory regardless of customer service / গ্রাহক সেবা নির্বিশেষে গুদামজাত সরঞ্জাম কমিয়ে আনা
 - C. Use only one mode of transportation to cut costs / খরচ কমাতে শুধুমাত্র একটি পরিবহন পদ্ধতি ব্যবহার করা
 - D. Eliminate the need for intermediaries / মধ্যস্থতাকারী প্রয়োজনীয়তা দূর করা

Correct Answer: A

Explanation: Logistics aims to get products to customers in the right place/time/condition at low cost while meeting service requirements. This includes warehousing, inventory, transportation decisions.

4. Which of the following is NOT typically a function of physical distribution (logistics)?
 নিচের কোনটি সাধারণত ভৌত বিতরণের (লজিস্টিক্স) একটি ফাংশন নয়?
- A. Transportation of goods / পণ্য পরিবহন
 - B. Storage of goods in warehouses / পণ্য গুদামে রাখা
 - C. Facilitating communication with investors / বিনিয়োগকারীদের সাথে যোগাযোগ সহজ করা
 - D. Inventory control / জথাযথ মানের নিয়ন্ত্রণ

Correct Answer: C

Explanation: Transportation, warehousing, inventory control, and order processing are core logistics functions. Communicating with investors is not a logistics activity.

5. Which type of distribution intensity involves selling a product through as many outlets as possible?

কোন বিতরণ ঘনত্ব কৌশলে পণ্যটি যতগুলো সম্ভব বিক্রেতার মাধ্যমে বিক্রি করা হয়?

- A. Intensive distribution / ব্যাপক বিতরণ
- B. Selective distribution / নির্বাচিত বিতরণ
- C. Exclusive distribution / একচেটিয়া বিতরণ
- D. Dual distribution / দ্বৈত বিতরণ

Correct Answer: A

Explanation: Intensive distribution means placing products in many outlets to maximize exposure and availability (common for convenience goods).

6. A company's supply chain (value delivery network) differs from its marketing channel because:
 কোম্পানির সরবরাহ শৃঙ্খল (মূল্য সরবরাহ নেটওয়ার্ক) এর সাথে তার বিপণন চ্যানেলের মধ্যে পার্থক্য হল:
- A. Supply chain includes upstream raw material flows and company operations, not just distribution channels / সরবরাহ শৃঙ্খলে কেবল বিতরণ চ্যানেলই নয়, কাঁচামাল থেকে উৎপাদন সব ধাপ অন্তর্ভুক্ত থাকে

- B. Supply chain only concerns financial flows / সরবরাহ শৃঙ্খল শুধুমাত্র আর্থিক প্রবাহ নিয়ে কাজ করে
- C. Marketing channel is broader, including suppliers and company operations / বিপণন চ্যানেল আরো বিস্তৃত, সরবরাহকারী ও কোম্পানির অভ্যন্তরীণ কাজও অন্তর্ভুক্ত
- D. They are the same; there is no difference / আসলে এগুলো এক এবং একই জিনিস

Correct Answer: A

Explanation: The supply chain encompasses all stages from raw materials through production to the final delivery, while the marketing channel generally focuses on distribution and intermediaries.

7. A supermarket is an example of which type of retailer? একটি সুপারমার্কেট কোন ধরনের খুচরা বিক্রেতার উদাহরণ?
- A. Department store (বিভাগীয় দোকান)
- B. Convenience store (সুবিধাসম্পন্ন দোকান)
- C. Supermarket (সুপারমার্কেট)
- D. Specialty store (নৈপুণ্য দোকান)

Answer: C

Explanation: A supermarket is a large self-service retailer that offers a wide variety of food and household products.

8. An example of a limited-service retailer is ___. নিম্নলিখিত কোনটি সীমিত-পরিষেবা বিক্রেতার উদাহরণ?
- A. 7-Eleven convenience store (7-ইলেভেন সুবিধাদি দোকান)
- B. Luxury fashion boutique (বিলাসবহুল ফ্যাশন বুটিক)
- C. Online electronics retailer (অনলাইন ইলেকট্রনিক্স খুচরা বিক্রেতা)
- D. Furniture warehouse (আসবাবপত্র অ্যারহাউস)

Answer: A

Explanation: Convenience stores (like 7-Eleven) offer quick, limited selection and minimal services, characteristic of limited-service retailers.

9. Which type of wholesaler provides a full range of services, including delivery, credit, and inventory management? নিম্নলিখিত কোন হোলসেলার সম্পূর্ণ পরিষেবা যেমন ডেলিভারি, ঋণ এবং জোগান ব্যবস্থাপনা প্রদান করে?
- A. Cash-and-carry wholesaler (ক্যাশ-এন্ড-ক্যারি হোলসেলার)
- B. Drop shipper (ড্রপ-শিপার)
- C. Full-service wholesaler (পূর্ণ-পরিষেবা হোলসেলার)
- D. Agent or broker (এজেন্ট বা ব্রোকার)

Answer: C

Explanation: Full-service wholesalers offer the widest range of services (delivery, credit, support) to their retail customers.

10. One of the main objectives of logistics (distribution) is to ___. লজিস্টিকস (বিতরণ) এর একটি প্রধান উদ্দেশ্য হল কী?

- A. Produce goods at lowest cost (সর্বনিম্ন খরচে পণ্য উৎপাদন করা)
- B. Match supply with demand efficiently (কার্যকরভাবে চাহিদার সাথে যোগান মেলানো)
- C. Expand the product line (পণ্যের লাইন প্রসারিত করা)
- D. Eliminate all inventory (সমস্ত জোগান নীতি উঠে দেওয়া)

Answer: B

Explanation: Logistics aims to efficiently deliver products to customers at the right time and place, matching supply with demand.

11. The two primary functions of wholesaling are to __. হোলসেলিং এর দুইটি মূল কাজ হল?
- A. Acquire raw materials and produce goods (কাঁচামাল সংগ্রহ করা এবং পণ্য উৎপাদন করা)
 - B. Buy in bulk and sell to retailers (বান্ধে কিনে খুচরা বিক্রেতাদের কাছে বিক্রি করা)
 - C. Set market prices and regulate supply (বাজার মূল্য নির্ধারণ এবং সরবরাহ নিয়ন্ত্রণ করা)
 - D. Provide financing to suppliers and customers (সরবরাহকারী এবং গ্রাহকদের ঋণ প্রদান করা)

Answer: B

Explanation: Wholesalers buy large quantities from producers and sell smaller quantities to retailers (or other businesses), bridging the gap between production and retail.

“Live as if you were to die tomorrow. Learn as if you were to live forever.” — Mahatma Gandhi

Thank you

-MR

Wishing all of you the best outcome.....

THANKS