



Daffodil International University
Faculty of Business and Entrepreneurship
Department of Business Administration
Program: BBA

Semester: Spring 2026

Examination: Final

Time: 2 Hours

Full Marks: 40

Course Title: Marketing Management

Course Code: MKT 202

Section: Retake-A

Teacher's Initial: HS

[Answer all the following questions]

1. **Explain** the term 'Positioning' and outline the criteria of effective positioning that you will adopt for your new product positioning with proper explanation.
[CLO 1, Level 2] 8
2. **Identify** the key characteristics of service using 'Daffodil International University' as an example and develop strategies to overcome the challenges related with these characteristics.
[CLO 2, Level 3] 8
3. Established brands invest huge amount of money to develop their brand. **Identify** the possible roles played by a brand to achieve competitive position in the market. [CLO 2, Level 3] 8
4. **Analyze** the impact of four major pricing strategies on company's competitive positioning with relevant scenario. [CLO 3, Level 4] 8
5. ABC company sells its products through retailer. Later, it starts selling directly to customer through own online page. Retailer become dissatisfied as their sales decrease. Now
 - a) **Analyze** distribution channel functions and categorize the levels of consumer market distribution channel. [CLO 3, Level 4] 4
 - b) **Analyze** the channel conflict in this scenario and compare with other conflicts of distribution channel. [CLO 3, Level 4] 4