**SBE, North South University**

**Department of Marketing and IB**

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| **Marks obtained:**  *(This space is for faculty’s usage. Do not write here.)* | **Student Learning Assessment**  **Semester: Fall 2019**  **Course Code: MKT 460, Section: \_\_\_\_\_**  **Faculty: MBT Date: \_\_\_\_\_\_\_\_\_\_\_**  **Time: 1 hour 15 minutes** |

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**Each group should have ONE copy of this script. This is a class-based assignment.**

**Instructions for students:**

1. By now, you should have thoroughly read the case titled “Freddy’s Coffee Shop: Expanding the coffee business in Bangladesh”.
2. Sit with your group and read the following questions individually for **10 minutes**.
3. Discuss the questions and potential answers with your group members for **40 minutes**. You might find it helpful to have one of your group members write down the answers on a rough sheet of paper.
4. Have one or two members transfer the correct answers to this script neatly at the end of the discussion. Staple the pages back in order, if necessary. This should take roughly **25 minutes**.
5. Submit.
6. Identify an opportunity and a threat from the external environment. (2 marks)
7. Identify a strength and a weakness from the internal environment. (2 marks)
8. Which one of Porter’s Generic Strategies did Freddy’s Coffee Shop (FCS) follow? Why? (2 marks)
9. Identify one specific example of the following types of segmentation: (6 marks)

Geographic:

Demographic:

Psychographic:

1. What was the positioning of the brand FCS? (2 marks)
2. Suppose FCS introduces meals consisting of items from their existing menu, for the same niche who love FCS. Utilizing Ansoff’s growth matrix, identify what kind of growth strategy this is. (2 marks)
3. Evaluate the following decisions, stating whether you feel this idea is a good one or not. (4 marks)

Opening new branches:

Setting up express counters in supermarkets and offices:

1. While keeping the consumer behavior in mind, how did FCS pursue relationship marketing and what do you think were the outcomes of such activities? (2 marks)
2. Develop a campaign for FCS on digital media keeping the upcoming Valentine’s Day (or a celebration of your choice) in mind. Mention objective, message and appropriate digital media that will be used. (4 marks)
3. Suppose you are the operations manager of FCS. Your supplier offers to sell to you a batch of coffee that has reached expiry date. However the supplier offers to discount this batch for you heavily. Expired coffee might result in health consequences for the consumers. But consumers would have no way of tracing the health issue back to FCS. You can continue to charge the same price, and make a greater margin than before. What would you do? Explain. (4 marks)