

**Department of Business Administration**

**College of Administrative and Financial Sciences**

**Assignment 3**

**Due Date: 17/04/2020@ 23:59**

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| Course Name: **Marketing Management** | Student’s Name: |
| Course Code: **MGT201** | Student’s ID Number: |
| Semester: **II** | CRN: |
| Academic Year: 2020-21 |

**For Instructor’s Use only**

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| Instructor’s Name: |
| Students’ Grade: Marks Obtained/Out of | Level of Marks: High/Middle/Low |

**Instructions – PLEASE READ THEM CAREFULLY**

* The Assignment must be submitted on Blackboard (**WORD format only**) via allocated folder.
* Assignments submitted through email will not be accepted.
* Students are advised to make their work clear and well presented, marks may be reduced for poor presentation. This includes filling your information on the cover page.
* Students must mention question number clearly in their answer.
* Late submission will NOT be accepted.
* Avoid plagiarism, the work should be in your own words, copying from students or other resources without proper referencing will result in ZERO marks. No exceptions.
* All answered must be typed using **Times New Roman (size 12, double-spaced)** font. No pictures containing text will be accepted and will be considered plagiarism).
* Submissions without this cover page will NOT be accepted.

**Critical Thinking**

**Weightage: 5 Marks**

**Learning Outcomes:**

* *Demonstrate the ability to formulate marketing strategies that incorporate psychological and sociological factors which influence consumer’s decision. CLO-3*
* *Use effective and collaborative interpersonal skills to carry out scientific analysis of consumers’ needs and wants to formulate a marketing Plan. CLO-5*

**Assignment Questions:**

1. Are you loyal to some of the brands? If so, pick any one of your choice and explain why you believe you are loyal to, beyond that you simply like the brand. If ***not***, pick a brand that you like and explain how you would feel and act differently toward the brand if you were loyal to it. Critically Examine. **(2.5 Marks: Minimum 250 Words)**
2. You have been sitting in the waiting room of your mechanic’s shop for more than an hour. With the knowledge that products are different from services, develop a list of the things the shop manager could do to improve the overall service delivery. Critically examine how the shop might overcome problems associated with the tangibility, separability, heterogeneity, and perishability of services. **(2.5 Marks: Minimum 250 Words)**

**Note-**

1. Examples should be relevant to the local Market of Saudi Arabia.
2. Validate your Answers with Minimum 2 References (Research Article/Book Chapters/Reviewed Journals etc.) for each question.
3. Read Carefully the above general Guidelines before submitting your Assignment.

**Answer:**

**1.**

**2.**