



Daffodil International University
Department of Business Administration
Faculty of Business and Entrepreneurship
Final Examination, Fall - 2025

Course Code: 0414-124, Course Title: Principles of Marketing

Batch: 68 (A, B, C, D)

Teacher initial: DYS, RIR, HS

Time: 02 Hours

Marks: 40

Answer ALL Questions

Question 1 (CLO 1, Level 2) - 4 Marks

Explain the four main characteristics that make a service different from a physical product with real-life examples.

Question 2 (CLO 1, Level 2) - 4 Marks

Summarize the nature and importance of marketing channels.

Question 3 (CLO 2, Level 3) - 8 Marks

Identify the Core Product, Actual Product, and Augmented Product when launching a new eco-friendly footwear product in the Bangladeshi market from the perspective of a potential customer.

Question 4 (CLO 2, Level 3) - 8 Marks

Develop the three major strategies companies use to set prices & develop a specific pricing strategy for the following scenario:

FreshBox is a new local subscription service in Dhaka that delivers a box of pre-cut, ready-to-cook vegetables and spices to busy working professionals every week. Their goal is to offer maximum convenience and time-saving to a target market that values speed over the absolute lowest price.

Question 5 (CLO 3, Level 4) - 8 Marks

Analyze

marketing strategies during each stage for the product.
the Product Life Cycle (PLC) of a modern Smartphone comparing the changes in

Question 6 (CLO 3, Level 4) - 8 Marks

Examine the four major Bases for Segmenting consumer markets with examples & **list** down the five main criteria that companies use to evaluate and choose which target markets to serve.