

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

Semester: Fall'25  
Time: 90 mints  
Course Title: Marketing Management  
Section: All

Examination: Mid Term Examination  
Full Marks: 25  
Course Code: 0414-222  
Teacher's Name: SHJ, AH & HS

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**Answer all the questions:**

1. Demonstrate the ways in which experiences, persons, information, and ideas are marketed to attract and influence consumers. Use appropriate examples. ( 5) (CLO 1, Level II)
2. Suppose a company wants to launch a product. Construct the 3V framework and the 7 marketing tactics to guide its strategy. (10) (CLO 2, Level III)
3. a. Analyze the influence of perceptions and emotions on consumer buying behavior, with real world examples. (5) (CLO 3, Level IV)  
b. "Business markets contrast sharply with consumer markets in some ways"- Analyze this statement with appropriate examples. (5) (CLO 3, Level IV)