



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

Semester: Spring 2026
Time: 1 Hour and 30 Minutes
Course Title: Marketing Management
Section: 67-All

Examination: Mid-Term
Full Marks: 25
Course Code: 0414-222
Teacher's Initial: FN, AH,GR,HS

[Answer all the following questions]

1. In the context of today's dynamic business environment, **explain** Holistic marketing, influencing marketing decisions, illustrating its implications in emerging market realities. [CLO 1, Level II] (5)
2. (a) **Make use of** consumer decision making process in buying a product with highly risk such as buying a laptop. [CLO 2, Level III] (5)
(b) **Construct** differentiation between business-to-business (B2B) markets and consumer markets, highlighting the key factors that distinguish organizational buying behavior from individual consumer behavior. [CLO 2, Level III] (5)
3. Carefully review the case and critically address the questions below, supporting your answers with insights drawn from the text. [CLO 3, Level IV] (5+5=10)

Stellar Tech, a global consumer electronics company, offers a variety of products including smartphones, tablets, smartwatches, and smart home devices. After analyzing its product portfolio, the company finds:

- Its flagship smartphone dominates a rapidly growing market.
- Its tablet line has a strong market presence but the overall market is growing slowly.
- Its smartwatch is in a fast-growing market but holds a small share.
- Its smart home devices have low market share in a stagnant market.

The management wants to make strategic decisions about investment, growth, and divestment.

- (a) Analyze the categories of BCG matrix of Stellar Tech's products and the reasons of each product falls into that category.
- (b) Categorize the strategic actions Stellar Tech should take for each product based on the BCG Matrix.