



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

Semester: Spring 2026
Time: 1 hour 30 minutes
Course Code: 0414-413
Section-64-A

Examination: Mid-term Examination
Full Marks: 25
Course Title: Strategic Marketing
Teacher's name: Sharmin Jahan

Answer all the questions.

1. Illustrate the strategic implications of globalization, rapid technological change, internet-driven markets, and increasing ethical expectations for firms operating in Bangladesh, with practical examples. (5) (CLO-1, L-II)

2. Apply Porter's Five Forces Model to a selected industry and develop a structured assessment of its overall attractiveness. (5) (CLO-2, L-III)

3. a) Analyze the requirements for effective market segmentation for a brand of your choice. (5) (CLO-3, L-IV)
b) Analyze the factors that support dividing a market into smaller, more specific segments, and examine their strategic benefits with practical examples. (5) (CLO-3, L-IV)

4. Compare defensive CSR and strategic CSR. If you are a marketer, choose one approach for your company and defend your choice with reasoning. (4+1) (CLO-4, L-V)