



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

Semester: Summer 2026
Time: 1 Hour and 30 Minutes
Course Code: 0414-124
Section: All

Examination: Mid-term
Full Marks: 25
Course Title: Principles of Marketing
Teacher's name: FN, SHJ, AH, Robiul

Answer all the questions:

1. Illustrate the model of right relationships with the right customers with appropriate examples. (5) (CLO 1, L-II)
2. Assume you are the Marketing Manager of an imaginary company. Name the company and make use of the Product-Market Expansion Grid to develop strategies for expanding its business. (5) (CLO 2, L-III)
3. If you are entering a foreign market, apply demographic environment analysis to design your marketing strategies. (5) (CLO 2, L-III)
4. a) "Consumer buying behavior varies according to the level of buyer involvement and the perceived differences among brands". Analyze this statement using the appropriate model and relevant examples. (7) (CLO 3, L-IV)
b) Analyze the effects of culture and subculture on consumers' food, clothing, and lifestyle preferences, with examples. (3) (CLO 3, L-IV)