



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

Semester: Spring 2025
Time: 2 Hours
Course Code: 0414-124
Section: All

Examination: Final
Full Marks: 40
Course Title: Principles of Marketing
Course Teachers: DMSS, FN, SHJ, DYS

Answer all the questions:

Marks: 40

1. Situation 1: Lays chips offers different flavors for different customers.
Situation 2: Polar ice-cream offers Chocobar for all kind of customers.
Explain the market targeting strategies they are following and show your logic.
(8) (CLO-1, L-II)
2. a) Suppose you are a marketer and your company has a wide range of product mix.
Apply the product mix pricing strategies for your company with examples.
(8) (CLO-2, L-III)
b) Construct the Life cycle of a product with appropriate example.
(8) (CLO-2, L-III)
3. a) 'Services are experiences, they cannot be touched, seen, or stored before purchase'-
analyze this statement with appropriate model and examples. (8) (CLO-3, L-IV)
b) Analyze the Promotion Mix of 'Aarong' (one of the biggest brands of Bangladesh).
(8) (CLO-3, L-IV)