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Daffodil International University

Department of Textile Engineering
Faculty of Engineering
Midterm Examination, Semester: Fall-2026

Course Code: 0414-311 Course Title: Principles of Marketing
Level & Term: L3T2 Section: F1, F2, F3
Name & Designation of Course Teacher: Subrata Majumder **(SM)**, Lecturer

Time: 1.5 hours. **Total Marks: 25**

Answer all the questions:

1. Define marketing. Outline the importance of marketing in 21st century. [CO1, PO1, C4] 5
2. Co-relate customers' needs, wants and demands with proper example. [CO1, PO1, C4] 5
3. Characterize the functions of marketing with proper explanation. [CO1, PO1, C4] 5
4. Relate the following statement with proper explanation and example: "Marketing management is demand management." [CO2, PO2, C3] 5
5. *"In the 21st-century marketplace, the marketing mantra 'Change or Die' has shifted from a dramatic warning to an absolute operational reality. Companies that fail to adapt their marketing strategies for shifting consumer behaviors are rapidly driven into obsolescence."* – Relate the statement with relevant examples from Bangladeshi context by highlighting both a company that successfully adapted and one that suffered due to stagnation. [CO2, PO2, C3] 5