



Daffodil International University

Faculty of Science & Information Technology

Department of Information Technology and Management

Midterm Examination, Spring 2025

Course Code: ITM- 103 Course Title: Principles of Marketing;

Time: 1:30 Hrs.

Marks: 25

Instructions You may answer the questions (1,2 or 3) randomly, but the sections (a, b and c) should be answered sequentially

1 Marketing concepts. [Marks -8]

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|--|---|-------|
| a) Define Customer satisfaction | 1 | CLO 2 |
| b) Explain Product concept , production concept , Selling concept and Marketing concept | 2 | L 5 |
| c) Explain any 3 types of demands and add 1 example each | 3 | |
| d) Plot :Microsoft is confused with the users of Microsoft Office application in PCs, Are they Strangers or Butterflies or True friends or Barnacles ? | 2 | |

Requirement:

Diagnose and Figure out what type of customer are Microsoft Office users ?

Recommend How will you deal/ manage them to make a profit?

2 Market and Marketer View Point. [Marks -8]

- | | | |
|---|---|-------|
| a) Define Strategic Planning | 1 | CLO 1 |
| b) Draw Product/market expansion grid | 1 | L 5 |
| c) Plot: Suppose you got a job at Apple. Co. marketing team, you want to use BCG growth matrix .Here are some products list you will place in BCG growth matrix.
i) Apple Phone ii) Apple Vision pro iii) Apple Ear buds
x) Apple Newton MessagePad (Shown in Solution) | 3 | |

Sosution guideline : x) Apple Newton MessagePad is dog category. So, It can divest the SBU by selling it or phasing it out and using the resources elsewhere.

Requirement :

Diagnose and Figure out place in BCG Matrix.

Recommend Strategic use of BCG Growth-Share matrix

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|--|---|--|
| d) Explain: Any 3 (three) | 3 | |
| i Market segment ii Physical Evidence (Marketing Mix) | | |
| iiiThreat (SWOT) iv Business portfolio | | |

3 Understating Cunsumer [Marks -9]

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|---|---|-------|
| a) List down the Stages of Buyer Decision process | 1 | |
| b) Explain 4 Types of buying Behavior with example | 4 | |
| c) Explain: Any 3 (three) | 3 | CLO 3 |
| i Word of moth influencer, ii Late main stream, | | L 5 |
| iii Relative advantage, iv post purcher behavior | | |
| d) Summarize how Buyer behavior is unpredictable | 1 | |