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Daffodil International University
Department of Innovation & Entrepreneurship
Midterm Exam, Summer 2026

Course Code: 0414-202 **Course Title:** Marketing Management

Semester: Summer 2026
Time: **1.5 Hours**
Section: 5A

Examination: Midterm
Full Marks: **25**
Teachers' Initial: **DMSS**

Answer all the questions (Figures in the margin indicate marks):

1. "Consumers go through five stages in the process of adopting a new product". How would you recall this statement by using the example of ACI fortified rice?
   (5) (CLO1, L-I)
2. **Compare** and **Contrast** Marketing Concept and Societal Marketing Concept for business success and social impact. Use examples in the context of Bangladesh.
   (5) (CLO 2, L-II)
3. Think of an imaginary company, name it and **make use of** Product Market expansion grid/strategy to expand their business.
   (5) (CLO 3, L-III)

Or

A company sells four products:

- Laptops (high market share, fast-growing market)
- Smartwatches (low market share, fast-growing market)
- Printers (high market share, slow-growing market)
- DVD Players (low market share, slow-growing market)

Identify each product in the correct BCG Matrix category (Star, Question Mark, Cash Cow, or Dog) and **develop** one marketing strategy for each product. **(5)**

4. **Identify** the impact of Demographic, Economic, and Technological environment on marketing strategies in a competitive market.
   (5) (CLO 3, L-III)
5. "Types of consumer buying behavior depend on the degree of buyer involvement and the degree of differences among brands". Analyze this statement with the appropriate model and examples.
   (5) (CLO 4, L-IV)