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# Daffodil International University

Faculty of Science & Information Technology
Department of Information Technology and Management
Midterm Examination, SP 2026
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*

## Starlink Transforms Bangladesh's Digital Horizon: From Rural Villages to Regional Data Hub

DHAKA – In less than a year since its historic launch, Elon Musk's Starlink has fundamentally reshaped the connectivity landscape of Bangladesh. What began as a strategic dialogue between Nobel Laureate Professor Muhammad Yunus and SpaceX in early 2025 has matured into a nationwide service, now eyeing a role as a regional bandwidth exporter to neighboring South Asian nations. The journey officially accelerated in March 2025, when Chief Adviser Professor Muhammad Yunus invited Elon Musk to bring the satellite-based service to Bangladesh.

Current Market Presence and Pricing: As of February 2026, Starlink is active across all 64 districts.

Residential Lite: BDT 4,200/month, tailored for 4K streaming and online education.

Residential Standard: BDT 6,000/month, offering higher priority for professional work and gaming.

Hardware Kits: The Standard Kit is priced between BDT 47,000 and 49,500, while the ultra-portable Starlink Mini Kit is available for approximately BDT 26,500.

Local retail giants like Star Tech, Ryans Computers, Gadget & Gear, and EERNA serve as authorized distributors, providing official warranties and local support.

Strategic Impact: Beyond Borders: The impact of Starlink extends beyond simple internet access. The network has proven resilient during natural disasters and terrestrial outages, maintaining "uninterrupted" status through local gateways in Kaliakair, Jashore, and Rajshahi. In a bold move recently reported, the BTRC has sought government approval to allow Starlink to export up to 400 Gbps of unfiltered bandwidth from its Bangladesh-based infrastructure to Bhutan and Nepal. This initiative could potentially transform Bangladesh into a vital regional data transit hub, leveraging Starlink's massive satellite constellation, which now exceeds 9,400 active units globally.

While high upfront costs remain a talking point for some, the interim government views Starlink as a cornerstone of its vision for a $1 trillion economy by 2034. By empowering the remote workforce and providing a "shutdown-proof" alternative to traditional ISPs, Starlink is no longer just a luxury for the tech-savvy—it is a critical component of national infrastructure.

**1 Marketing concepts for Starlink. [Marks -10]**

| | | | |
|---|---|---|---|
| a) | **Define (any 5)** Need, Partner relationship management, Latent demand, Services, Selling concept, Marketing Myopia | 5 | CLO 2 L 4 |
| b) | **List down** the strategic use of BCG Growth-Share matrix. **Select** 1 Strategy for Starlink that starlink Should | 2+1 | |
| c) | Briefly **discuss** the Product/market expansion grid, and **select** where Starlink is positioned in the grid | 2 | |



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**2 Market and Marketer View Point for Starlink. [Marks -5]**

a) **Define** Microenvironment. list down the components of the Microenvironment for Starlink 2

b) **Explain** the three most influential three (3) types of Public that can impact on an organization's ability to achieve its objectives for Starlink bangladesh 3

**3 Understanding Consumer for Starlink [Marks -10]**

a) **Define the** Consumer buyer behavior. **Explain** Four Types of Buying Behavior 5

b) **Explain** the Stages in the Adoption Process of an innovation/product for Starlink 4

c) **Confirm** if '*cultural factors*' can affect Consumer Behavior for Starlink 1