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

core benefit
basic need
augmented

Semester: Summer- 2026
Time: 2 Hours
Course Code: 0414-101
Section: All

Examination: Final
Full Marks: 40
Course Title: Marketing Management
Course Teachers: DMSS

Answer all the questions: **(5*8=40)**

1. Different customers have different needs and preferences. **Explain** the major types of market segmentation and illustrate each type with suitable examples. **(8 Marks) (CLO-1, L-II:** Understanding)

2. Assume you are a marketing manager. **Develop and explain** the Five Levels of Product Model for any specific product of your choice, showing how customer value is created at each level. **(8 Marks) (CLO-2, L-III: Applying)**

3. Examine the stages of the New Product Development (NPD) process and analyze how each stage contributes to the successful launch of a new product. Use appropriate examples to support your answer. **(8 Marks) (CLO-3, L-IV: Analyzing)**

4. Compare market skimming pricing, market penetration pricing, competitive pricing, and value-based pricing. Highlight the differences among these pricing strategies and provide suitable examples for each. **(8 Marks) (CLO-1, L-II: Understanding)**

5. Suppose your company is going to introduce a new Bath Soap in the market. **Design** an appropriate distribution channel for the product and justify why the selected channel structure would be effective in reaching the target customers.
(8 Marks) (CLO-2, L-VI: Creating)

psychographic