



Daffodil International University

Faculty of Science & Information Technology

Department of Information Technology and Management

Final Examination, Spring 25

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

Level: 2

Term: 1

Instructor/Teachers: NI

Marks: 40

Time: 2 hr

- 1 In recent times, the world has seen new innovations and automation in life and devices to make life easier. Now you want to sell home Automation products (Sensor light, Google nest, Amazon Alexa) with Home appliances (AC, washing machine) with AI feature
 - a) Define Derived demand. 1
 - b) Point out the Major Influences on Business Buyers for your new business 2 CLO 4
 - c) As a new business, what major buying situations will you use? Select one out of 4. Justify your answer 2 L 5
 - d) Explain the Business Buyer Decision Process for your business with examples 5
- 2 now you want to understand the market
 - a) Explain Requirements for Effective Segmentation. Identify 1 profitable segment for your product. (hint: For a selling phuska Geographic: Education institutes Demography: Girl) 4+1
 - b) Explain Market-Targeting Strategies. Select 1 strategy you want to follow 4+1 CLO 2 L 5
- 3 You want to sell you product with Amazon in whole world. Lets try to understand how it is unique compared to other websites
 - a) Show 2 major differences between Product Service and experience. 2
 - b) Explain the Three Levels of Product 3 CLO 1
 - c) Define Style and Explain Product Life-Cycle 5 L 5
- 4 Lets set the price for the Products
 - a) Value-Based Pricing versus Cost-Based Pricing. Which one will you use, Justify your answer ? 5 CLO 3 L 5
 - b) Explain Product Mix Pricing 5