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Daffodil International University
Department of Business Administration
Faculty of Business and Entrepreneurship
Mid-Term Examination, Fall - 2025
Course Code: 0414-124, Course Title: Principles of Marketing
Batch: 68 (A, B, C, D) **Teacher initial: DYS, RIR, HS**
Time: 1.5 Hrs **Marks: 25**

Answer ALL Questions

Question 1 (CLO 1 Level 2) - 5 Marks

For an MFS (Mobile Financial Services) company like bKash, **explain** the impact of any three major macro environmental marketing forces on its business.

Question 2 (CLO 2 Level 3) - 5+5=10 Marks

Scenario: Bengal Group, a diversified conglomerate headquartered in Dhaka, is evaluating its three major business units (SBUs) based on their performance in the Bangladeshi market. The company's three major business units are:

- *Bengal Foods (Snacks): An Existing Product (Packaged Snacks) in an Existing Market (Bangladesh) with a Low Relative Market Share, as it competes with market leaders Pran and ACI. It operates in a market with a High Market Growth Rate, driven by fast-rising demand from urban youth.*
- *Bengal Real Estate: An Existing Product (Luxury Apartments) in the Existing Market of Dhaka's Gulshan. It has a High Relative Market Share due to strong brand loyalty and a dominant presence, but operates in a Low Market Growth Rate market, as it is mature and stable.*
- *Bengal Textiles: An Existing Product (Export Fabrics) operating in New Markets (Global Exports). It has a Low Relative Market Share due to intense global competition and faces a Low Market Growth Rate due to declining global orders.*

(a) **Apply** the Boston Consulting Group (BCG) Matrix to classify each business unit (Bengal Foods, Bengal Real Estate, and Bengal Textiles) as a Star, Cash Cow, Question Mark, or Dog. For each classification, select one strategic action (e.g., invest, harvest, divest, or build) to manage the unit effectively, showing reasons for your strategic decision. (5)

(b) **Construct** a 2 × 2 Product Market Expansion Grid showing the growth strategy that applies to each of the initiatives above based on the Ansoff Product-Market Expansion Grid. Then, identify how each chosen strategy can help Bengal Foods grow in the Bangladeshi market. (5)

Question 3 (CLO 3 Level 4) - 5 Marks

Analyze the five marketing management orientations (production, product, selling, marketing, and societal marketing concepts) in the context of a Bangladeshi telecommunications company like Grameenphone, which operates in a highly competitive and price-sensitive market, to examine which two orientations are the most relevant for them today and why.

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Question 4 (CLO 3 Level 4) - 5 Marks

Scenario: *Before launching its new fashion retail division "Bengal Attire", a local lifestyle company identified four distinct consumer segments and patterns:*

1. *Students frequently buy low-cost, trendy accessories and T-shirts online to try new looks and experiment with styles.*
2. *Middle-class people purchase expensive formal suits only for major events.*
3. *Corporate professionals routinely buy the same brand of formal shirt every year due to high trust in its comfort and consistent sizing.*
4. *Young homemakers spend significant time browsing and exploring different women's wear brands in large malls to find clothes that reflect their identity.*

Analyze the buying behavior type that each segment demonstrates by examining how Bengal Attire can design marketing strategies to appeal to these groups based on their respective decision-making patterns.

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