Daffodil International University

Faculty of Business and Entrepreneurship (FBE)

Department of Business Administration

Program: BBA

Semester: Spring 2026
Time: 1 Hour and 30 Minutes
Course Title: Marketing Management
Section: 67-All

Examination: Mid-Term
Full Marks: 25
Course Code: 0414-222
Teacher's Initial: FN, AH,GR,HS

[Answer all the following questions]

1. In the context of today's dynamic business environment, **explain** Holistic marketing, influencing marketing decisions, illustrating its implications in emerging market realities. [CLO 1, Level II] (5)

2. (a) **Make use of** consumer decision making process in buying a product with highly risk such as buying a laptop. [CLO 2, Level III] (5)

(b) **Construct** differentiation between business-to-business (B2B) markets and consumer markets, highlighting the key factors that distinguish organizational buying behavior from individual consumer behavior. [CLO 2, Level III] (5)

3. Carefully review the case and critically address the questions below, supporting your answers with insights drawn from the text. [CLO 3, Level IV] **(5+5=10)**

Stellar Tech, a global consumer electronics company, offers a variety of products including smartphones, tablets, smartwatches, and smart home devices. After analyzing its product portfolio, the company finds:

- Its flagship smartphone dominates a rapidly growing market.
- Its tablet line has a strong market presence but the overall market is growing slowly.
- Its smartwatch is in a fast-growing market but holds a small share.
- Its smart home devices have low market share in a stagnant market.

The management wants to make strategic decisions about investment, growth, and divestment.

(a) Analyze the categories of BCG matrix of Stellar Tech's products and the reasons of each product falls into that category.
(b) Categorize the strategic actions Stellar Tech should take for each product based on the BCG Matrix.