

3

BBA in TM, 1<sup>st</sup> Sem.

Date: January 12, 2026 (Afternoon)

ISLAMIC UNIVERSITY OF TECHNOLOGY (IUT)  
ORGANISATION OF ISLAMIC COOPERATION (OIC)

DEPARTMENT OF BUSINESS AND TECHNOLOGY MANAGEMENT (BTM)

Mid Semester Examination

Winter Semester, A. Y. 2024-2025

Course No: BTM 4105

Time : 2 Hours

Course Title: Principles of Marketing

Full Marks : 120

Answer **all 4 (four)** questions. All questions carry equal marks. Marks of each question and corresponding CO, PO, and Bloom's Taxonomy levels (Cognitive) are written in the right margin.

- 
- |       |   |    |                             |
|-------|---|----|-----------------------------|
| 1. a) | Contrast customer needs, wants, and demands. Discuss five different marketing management orientations with relevant examples.   | 15 | (CO1)<br>(PO1)<br>(Level 2) |
| b)    | What do mean by customer life time value and market offering? Explain the statement- "Companies should manage customer equity carefully by building the right relationships with the right customers."  | 15 | (CO1)<br>(PO1)<br>(Level 2) |
| 2. a) | Why do you think market-oriented definition is better than product-oriented definition? Describe various strategies for closing strategic planning gaps with real life examples.  | 15 | (CO2)<br>(PO1)<br>(Level 2) |
| b)    | Contrast vision and mission. Describe- how will you perform current business portfolio analysis of Google using BCG matrix?   | 15 | (CO2)<br>(PO1)<br>(Level 2) |
| 3. a) | Describe the elements of a company's microenvironment with their implications for marketers.  | 15 | (CO2)<br>(PO1)<br>(Level 2) |
| b)    | Describe the recent demographic trends in Bangladesh with their implications for marketers.   | 15 | (CO2)<br>(PO1)<br>(Level 3) |
| 4. a) | Explain different stages of the buyer decision process? Describe the personal factors influencing consumer buyer behavior.  | 15 | (CO1)<br>(PO1)<br>(Level 2) |
| b)    | Water is water, right? Not so! Beverly Hills 90H2O claims to be designed "by a world-class team of experts, including a water sommelier." The winner of the World's Best Water Award, this water is sourced in the California mountains. At \$72 for a case of 24 bottles, this is not your everyday drinking water. The 7.5 alkalinity "silky" water is loaded with minerals and electrolytes. It is available in fine restaurants, gourmet markets, and luxury hotels but is sold only in California. Beverly Hills 90H2O is not the only luxury water, and it is actually somewhat of bargain. Fillico Beverly Hills (from Japan) costs \$100 per bottle. That's without the gold or silver crown cap- you can double the price if you want that. Acqua di | 15 | (CO1)<br>(PO1)<br>(Level 2) |

Cristallo Tributo, a Modigliani gold-bottled water, tops them all at \$60,000 per bottle!

**Requirements:**

- i. Explain the factors that you think encourage consumers to purchase these luxury bottle water.