

THE OPEN UNIVERSITY OF SRI LANKA  
 MASTER OF BUSINESS ADMINISTRATION IN HUMAN RESOURCE  
 MANAGEMENT  
 FINAL EXAMINATION – 2020/21  
 MARKETING MANAGEMENT – MCP 2131/MMP9331/MSP9331  
 DURATION – THREE (03) HOURS



DATE: 27.03.2021

TIME: 9.30AM – 12.30PM

**INSTRUCTIONS**

Answer any **four (4)** questions  
 Each question carries equal marks

Question Number 01

- I. Marketing is a process that commences and ends with customers. Do you agree with this statement? Justify your answer with examples. (05 marks)
  - II. “Marketing strategies are driven by multiple orientations towards the marketplace. Some of such orientations consider the strategic point of marketing whereas others do not consider the same. Some orientations consider ‘everything’ matter for the success of the marketing strategies”. Describe this statement. (10 Marks)
  - III. Discuss the role of marketers in a given society with examples. (05 marks)
  - IV. Illustrate how Wants are driven by the culture and by the personality of the individuals. (05 marks)
- (Total 25 marks)

Question Number 02

- I. The Dynamics of the environment affect the marketing strategies of any business. Explain how the ‘technological environment’ and ‘demographic environment’ affect the business activities of a pharmaceutical company in Sri Lanka. (12 marks)
  - II. When analyzing the competition in a given context initially it is essential to identify the competitors in a way it does not suffer from ‘Competitor Myopia’. Describe this statement using a suitable example. (07 marks)
  - III. Describe three generic approaches of competition. (06 marks)
- (Total 25 marks)

## Question Number 03

- I. Describe with a selected example, the meaning of customer value hierarchy. (08 marks)
  - II. Describe possible strategies that a marketer can utilize to differentiate its products from the competitive products. (12 marks)
  - III. Differentiate 'Line extension' from 'Brand extension' in branding with an example of branded soap. (05 marks)
- (Total 25 marks)

## Question Number 04

- I. Intermediaries perform a number of key functions that may involve cost which in turn increase the price of the product to the final customer. However, the functions they perform cannot be eliminated from the marketing system as it creates many values and utilities for the final consumer and the manufacturer. Discuss this statement. (12 marks)
  - II. Distinguish 'exclusive distribution' from 'intensive distribution' with examples (06 marks)
  - III. "Both 'cost-based pricing' and 'value-based pricing' are equally valued in marketing perspectives when setting prices". Critically evaluate this statement. (07 marks)
- (Total 25 marks)

## Question Number 05

- I. Explain the concept of 'Integrated Marketing Communication'. (03 marks)
  - II. Suggest a suitable 'promotion mix' for a High luxury condominium. (10 marks)
  - III. Describe major steps that you should consider when developing an effective communication programme for a selected product. (12 marks)
- (Total 25 marks)

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