

**THE OPEN UNIVERSITY OF SRI LANKA  
MASTER OF COMMONWEALTH EXECUTIVE BUSINESS/PUBLIC  
ADMINISTRATION DEGREE PROGRAMME  
MSP9408 / MCP1608–MARKETING MANAGEMENT  
FINAL EXAMINATION - 2021  
DURATION – THREE (03) HOURS (ANSWERS SHOULD BE  
COMPLETED AND UPLOADED WITHIN THREE (03) HOURS)**



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**Date: 12.09.2021**

**Time: 09.30a.m. - 12.30p.m.**

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**INSTRUCTIONS**

- Use two hours for answering the paper and one hour for uploading.
  - Answer all questions
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01. COVID-19 changed the way businesses operate, but marketers must look beyond the pandemic to shape business in the year 2021. In that context study the importance of marketing environment using examples.

(30 Marks)

02. “Segmentation is More Important than Ever in Pandemic Times” Critically evaluate this statement with examples.

(30 Marks)

03. As a consultant for a leading private bank, analyze the impact of the COVID-19 pandemic on marketing mix elements (7Ps).

(40 marks)

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