

THE OPEN UNIVERSITY OF SRI LANKA  
MASTER OF BUSINESS ADMINISTRATION IN HUMAN RESOURCE  
MANAGEMENT PROGRAMME  
FINAL EXAMINATION- 2021  
MMP9331/MSP9331/MCP2131-MARKETING MANAGEMENT  
DURATION – THREE (03) HOURS



TIME: 07.05.2022

DATE: 9.30 a.m to 12.30 p.m

#### INSTRUCTIONS

Answer **Question Number One (01)** and **three (03) other questions.**

01. 'Holistic marketing recognizes that "everything matters" with marketing— and that a broad, integrated perspective is often necessary (Keller and Kotler,2006)".Critically analyze this statement with the example of a Five star hotel in Sri Lanka (25 Marks)
  
02. Explain using a bank as an example, how the marketing strategies of **Segmentation, Targeting and Positioning (STP)** help to identify and satisfy target different groups of customers more efficiently. (25 Marks)
  
03. You have been appointed as the Head of research of XYZ Company. Write a brief report to the CEO of the company explaining the importance of Marketing Research in the post COVID scenario. (25 Marks)
  
04. Critically discuss the influence the macro marketing environment prevailing in Sri Lanka can have on the operations of a leading TV station. (25 Marks)
  
05. "The ability to provide superior value to customers is a prerequisite when trying to establish and maintain long-term customer relationships(Ravald and Grönroos 1996)".Critically evaluate the concept of Relationship Marketing and how you apply the concept in the leasing industry in Sri Lanka. (25 Marks)