

THE OPEN UNIVERSITY OF SRI LANKA
MASTER OF COMMONWEALTH EXECUTIVE BUSINESS/PUBLIC
ADMINISTRATION DEGREE PROGRAMME
MSP9408 / MCP1608-MARKETING MANAGEMENT
FINAL EXAMINATION -2023
DURATION – THREE (03) HOURS



Date: 25.02.2023

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

INSTRUCTIONS

- Answer Question One(01) and Three(03) other Questions
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Question One

Indigenous Marketing: The Case of Sri Lanka

It is important to learn a subject such as marketing with some understanding of indigenous practices; because conventional marketing itself discusses many theories that can be seen as disconnected from the day-to-day practices of people, and alienated from the reality on the ground. This disconnect is mostly visible in the small and medium-scale enterprise (SME) sector in Sri Lanka, which is dominated by entrepreneurs who only use the native languages (Sinhala or Tamil) in their communication. The author has done several studies on this subject in the last couple of decades and has observed that if certain best practices in marketing are explained, with examples that clarify "their basis", to these entrepreneurs, they willingly catch on. We can elaborate this with an example of a practice that can be seen in Kataragama, a pilgrimage town sacred to Buddhist, Hindu and indigenous Vedda people, located towards the south of Sri Lanka; upon visiting a shop selling *kalu dodol*—a sweet, jaggery-based confection popular in Sri Lanka—the owner of the shop (called a *mudalali* in Sri Lanka) always offers a piece of *kalu dodol* to the visitor as a sample, to taste free of charge. The visitor may then decide whether to buy the confection or not. This indigenous practice originates in the signature Sri Lankan culture of hospitality. In Western theories, this sort of practice is discussed under integrated marketing communication (IMC) as a strategy of sales promotion. Nevertheless, if one learns and conducts such practices based on a "book", one cannot experience "innate happiness"; this needs to be critically evaluated further. In fact, in applying theories learned in subjects such as marketing, it is better to first learn the culture of the region in context, and then to learn pertinent theories to get a real sense of "marketing and best practices". However, these need to be further examined; and it is the author's belief that for a country like Sri Lanka, in which small and medium scale enterprises (SME) are important for sustainable development, there is a need to equip entrepreneurs with sound knowledge. The combination of indigenous and Western knowledge in this context is really important. And also, in this context, the medium of instruction cannot be overlooked. One may argue that the dominating role of "English" as the language of instruction in developing countries like Sri Lanka (Liyanage, 2019) undermines the study of some

indigenous practices. Nevertheless, a strong and sound justification is required on this matter and future researchers may further explore the same in their studies.

Source : Abeysekera,2021

1. Explain the Main argument in the article highlighting the implications for Sri Lankan Marketers. (15 Marks)
 2. “The combination of indigenous and Western knowledge in this context is really important”. Critically evaluate this statement with examples (25 Marks)
- (Total : 40 Marks)

Question Two

“Segmentation is More Important than Ever in Post-Pandemic Times” Critically evaluate this statement with examples. (Total : 20 Marks)

Question Three

As a marketing consultant for a leading TV channel, you need to make a presentation on the importance of scanning the marketing environment for the board of directors. Prepare a brief for the presentation explaining the most influential variables related to Media industry. (Total : 20 Marks)

Question Four

“Neuro marketing is always tapping the pleasure center of consumers”. Explain this statement with examples . (Total : 20 Marks)

Question Five

“In the past, the marketing mix comprised 4Ps: product, price, place and promotion. As the client’s requirements grow and become more complex, an irrefragable need occurs to extend the traditional marketing mix with another 3Ps: people, physical evidence and process (Grădinaru,2016)”.Critically evaluate this statement by using an example for an Educational institute offering an MBA program.

(Total : 20 Marks)

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