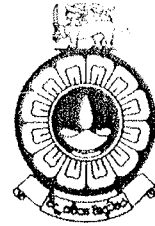


THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF MANAGEMENT STUDIES
ADVANCED CERTIFICATE IN ENTREPRENEURSHIP AND SMALL
BUSINESS MANAGEMENT
LEVEL: 2
MMC2404 MARKETING FOR ENTREPRENEURS
FINAL EXAMINATION 2023/2024
DURATION TWO (02) HOURS



-079

DATE: ~~19.05.2024~~ 11.08.2024

TIME: 09.30 am – 11.30 am

Answer any four (04) questions.

- Q1. (i) Explain using an example, the difference between 'actual value' and 'perceived value', from the perspective of a customer. (10 Marks)
- (ii) Describe why it is important for an entrepreneur to understand 'customer value'. (15 Marks)
- (Total 25 Marks)
- Q2. (i) List the elements in the microenvironment of an entrepreneur. (05 Marks)
- (ii) Explain the above listed elements in relation to an entrepreneur who runs a printing business and discuss the influence of such elements on the business. (20 Marks)
- (Total 25 Marks)
- Q3. (i) What are the internal records maintained by a small business organization selling plants. (10 Marks)
- (ii) Explain how these records will help the entrepreneur in his decision making. (15 Marks)
- (Total 25 Marks)

Q4. Assume that you are an entrepreneur who owns a Fruit Shop. Explain how you will engage in socially responsible marketing. (25 Marks)

Q5. (i) Explain what are the outcomes that are expected from Integrated Marketing Communication tools. (05 Marks)

(ii) You are requested to suggest Integrated Marketing Communication tools to an entrepreneur who owns a tailor shop and write a proposal stating your suggestions. (20 Marks)

(Total 25 Marks)

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