

THE OPEN UNIVERSITY OF SRI LANKA  
 FACULTY OF MANAGEMENT STUDIES  
 ADVANCED CERTIFICATE IN ENTREPRENEURSHIP AND SMALL  
 BUSINESS MANAGEMENT  
 LEVEL 02  
 MMC2404 MARKETING FOR ENTREPRENEURS  
 FINAL EXAMINATION – 2025  
 DURATION – TWO (02) HOURS



DATE: 25<sup>th</sup> MAY 2025

TIME: 09.30 am – 11.30 am

**INSTRUCTIONS:**

- Answer ALL questions in Section A. (Compulsory)
- Answer ONLY TWO questions from Section B.
- In total, students must answer THREE (3) questions
- Marks for each question are indicated at the end of the question.
- Begin each answer on a new page.

**SECTION A: Compulsory Case Study (50 Marks)**

**Question 01. Case Study**

**Overcoming Digital Marketing Challenges: A Sri Lankan Entrepreneur's Road to Success**

Darshi is a young entrepreneur from Colombo who started an online clothing store, **Style by Darshi**, specializing in modern yet affordable Sri Lankan fashion. Passionate about empowering local designers, she sources her products from small-scale tailors and artisans. Darshi primarily relies on social media platforms such as Instagram, Facebook, and TikTok to promote her brand. Through engaging content, influencer collaborations, and giveaways, she has managed to build a strong following. However, despite gaining initial traction, she struggles to convert her social media engagement into consistent sales.

One of the biggest challenges Darshi faces is competing with well-established e-commerce platforms and international fashion brands that have larger marketing budgets and extensive logistical networks. Many potential customers engage with her content but hesitate to make purchases due to concerns about quality, delivery times, and return policies. Additionally, Darshi is unsure how to effectively utilize digital advertising, search engine optimization (SEO), and customer data analytics to optimize her business growth. She also struggles with selecting the right digital tools to track customer behavior and improve personalized marketing efforts.

Beyond digital marketing, Darshi also faces operational challenges such as managing inventory, ensuring a reliable supply chain, and building customer trust in online transactions. Additionally, she is looking for ways to position her brand uniquely in the Sri Lankan market while maintaining affordability and quality. Furthermore, Darshi must navigate various external environmental factors such as economic fluctuations, technological advancements, and legal regulations that impact her business growth.

Answer the following questions based on the case study:

- a) Define the term "Marketing Environment" and explain its importance for a business.  
(05 Marks)
  - b) Differentiate between the internal marketing environment and external marketing environment of an organization.  
(05 Marks)
  - c) Identify and explain two key digital marketing challenges Darshi is facing.  
(10 Marks)
  - d) Discuss how Darshi can use different social media platforms to promote her clothing products and increase sales.  
(15 Marks)
  - e) Do a PESTLE analysis for "Style by Darshi".  
(15 Marks)
- (Total 50 Marks)**
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**SECTION B: Answer Any Two (2) Questions (50 Marks)**

**Question 02**

The marketing mix (4Ps) is a fundamental concept in marketing that helps businesses develop effective strategies for product, price, place, and promotion. Entrepreneurs must balance these elements to create value for customers and gain a competitive edge.

- a) Define the **Marketing Mix (4Ps)** and explain how it can be used by an entrepreneur who plans to open a plants shop.  
(10 Marks)
  - b) Compare and contrast **skimming** and **penetration** pricing strategies with suitable examples from Sri Lanka.  
(08 Marks)
  - c) Explain the role of distribution channels in the marketing mix and how businesses select the most appropriate channels.  
(07 Marks)
- (Total 25 Marks)**

### Question 03

Understanding consumer behavior is crucial for entrepreneurs to develop products and marketing strategies that meet customer needs. Factors such as cultural, social, personal, and psychological aspects influence buying decisions.

- a) Define consumer behavior and explain the significance of understanding such behaviour for an entrepreneur who owns a salon.

(10 Marks)

- b) Discuss three key factors that influence consumer behavior in the purchase decision-making process within the Sri Lankan context.

(10 Marks)

- c) Explain the importance of understanding modern digital consumer behavior for entrepreneurs.

(05 Marks)

**(Total 25 Marks)**

### Question 04

Write short notes on **ANY FIVE** of the following topics: (5 Marks each)

- a) Market research and its importance
- b) Consumer decision-making process
- c) Market Segmentation
- d) Relationship marketing
- e) Green marketing
- f) Societal marketing concept

**(Total 25 Marks)**

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