

**THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF MANAGEMENT STUDIES
BACHELOR OF MANAGEMENT STUDIES HONOURS
MMU3571 – MARKETING MANAGEMENT AND ETHICS
IN MARKETING
FINAL EXAMINATION – 2025/2026
DURATION – THREE (03) HOURS**



DATE: 20th JUNE 2026

TIME: 09.30 am – 12.30 pm

INSTRUCTIONS:

- Answer FOUR (04) questions only.
- Question 01 is compulsory.
- Each question carries 25 marks.
- Marks have been mentioned at the end of each question.
- Start each answer on a new page.

Question 01 (Compulsory)

Hela Foods (Pvt) Ltd is a Sri Lankan food company that produces healthy ready-to-eat meal kits and operates a mobile delivery application. The company originally targeted health-conscious urban professionals by positioning its products as premium, organic, and environmentally friendly meal solutions for busy lifestyles.

Recently, Hela Foods introduced a lower-priced product range aimed at university students and middle-income families. The company actively promotes its products through social media influencers, YouTube food bloggers, and digital advertising campaigns emphasizing convenience, nutrition, and sustainability.

However, several concerns have emerged. Some customers claim that the advertisements overstate the nutritional benefits and freshness of the meals. Others have raised complaints regarding unclear subscription cancellation policies and the collection of personal customer data through the mobile application. In addition, several influencers promoting Hela Foods products failed to disclose that their posts were sponsored advertisements. Despite these issues, the company continues to experience rapid sales growth and increasing brand popularity among young consumers.

Assume you are a Marketing Consultant advising Hela Foods (Pvt) Ltd.

- i. Explain how Hela Foods creates and delivers customer value and assess its impact on customer satisfaction.
(07 marks)
 - ii. Analyze the segmentation and targeting strategies used by Hela Foods in offering its products to customers.
(08 marks)
 - iii. Evaluate the positioning strategies used by Hela Foods and recommend how the company can strengthen its market positioning in the competitive healthy food industry.
(10 marks)
- (Total 25 Marks)**

Question 02

SolarGlow (Pvt) Ltd, a start-up company planning to introduce solar-powered household appliances to Sri Lanka, has commissioned a market environment analysis before entering the market.

- i. Explain how the micro-environment could either facilitate or threaten SolarGlow's entry. Propose TWO (02) specific strategic recommendations to address micro-environmental threats.
(10 marks)
- ii. Using the PESTEL framework, identify and explain FOUR (04) macro-environmental forces that SolarGlow must consider when entering the Sri Lankan market. Provide an example for each such force to highlight the influence they can have on SolarGlow (Pvt) Ltd, as a company introducing solar-powered household appliances.
(15 marks)

(Total 25 Marks)

Question 03

A leading smartphone company in Sri Lanka is planning to launch a new mid-range smartphone targeting university students and young professionals. The company is currently analyzing how consumers will perceive, evaluate, and respond to the new product before finalizing its marketing strategy.

- i. Explain FOUR (04) major factors influencing consumer buying behaviour and illustrate how each factor may affect the purchase decision of a smartphone.

(10 marks)

- ii. Discuss the stages in the consumer decision-making process and explain how each such stage could be influenced by this company in launching the smartphone.

(15 marks)

(Total 25 Marks)

Question 04

A new organic skincare company is planning to enter the Sri Lankan market. Using the Product Life Cycle (PLC) model, design a marketing strategy for the introduction and growth stages. Your answer should specifically address: promotional strategy, pricing approach, distribution intensity, and how the company should adapt its strategy as the product moves from introduction stage to growth stage.

(Total 25 Marks)

Question 05

Ceylon Tel PLC is preparing to launch a new 5G mobile data plan targeting young professionals aged 22yrs–35yrs.

- i. Suggest an Integrated Marketing Communications (IMC) campaign for this product by selecting and justifying the most appropriate promotional mix elements.

(10 marks)

- ii. Discuss how a digital marketing tool such as social media marketing can enhance the effectiveness of Ceylon Tel's IMC campaign for this target segment.

(15 marks)

(Total 25 Marks)

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