

**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 – 2026
DURATION – TWO (02) HOURS**



DATE: 10th MAY 2026

TIME: 09.30 am – 11.30 am

INSTRUCTIONS:

- Answer **ALL** questions in Section A. (Compulsory)
- Answer **ONLY TWO (02)** 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

Building a Sustainable Food Brand: The Journey of “Green Bites”

Nimal is an entrepreneur from Galle who started a small healthy food business called Green Bites. His business focuses on organic snacks, fresh juices, and plant-based meals targeting health-conscious consumers. Initially, Nimal operated through a small café and gradually expanded to online delivery through social media and food delivery apps.

Despite growing awareness about healthy eating, Nimal faces several challenges. Many customers perceive his products as expensive compared to regular fast-food options. Additionally, he struggles to clearly communicate the value of organic and healthy food to price-sensitive consumers.

Nimal also finds it difficult to identify his ideal target market and often markets his products broadly without a clear segmentation strategy. His promotional efforts mainly rely on basic social media posts, which generate visibility but not strong customer loyalty.

Furthermore, increasing competition from similar healthy food brands and changing customer preferences make it difficult for Nimal to sustain growth. He is now looking for ways to improve his marketing strategy, build a strong brand identity, and better understand his customers.

Answer the following questions based on the case study:

- a) Define Market Segmentation and explain its importance for a business such as Green Bites.

(10 Marks)

- b) Identify and explain the target market segments Nimal should focus on.

(10 Marks)

- c) Discuss two major marketing challenges faced by Nimal and suggest suitable solutions.

(10 Marks)

- d) Explain how Nimal can improve his promotional strategies using both online and offline methods.

(10 Marks)

- e) Conduct a SWOT analysis for Green Bites.

(10 Marks)

(Total 50 Marks)

SECTION B: Answer Any Two (2) Questions (50 Marks)

Question 02

In today's dynamic and highly competitive business environment, entrepreneurs must carefully design their product offerings and pricing strategies to attract customers and sustain long-term growth. Understanding how a product evolves over time and selecting appropriate pricing approaches can significantly influence customer perception, market positioning, and profitability.

- a) Define Product Life Cycle (PLC) and explain its stages with examples relevant to small businesses.

(10 Marks)

- b) Explain how branding and pricing strategies helps entrepreneurs differentiate their products in the market.

(15 Marks)

(Total 25 Marks)

Question 03

Consumer behaviour is a dynamic field that examines how individuals and groups select, use, and dispose of products and services. For entrepreneurs, understanding the stages consumers go through before and after a purchase, as well as the factors that shape their attitudes and perceptions, is essential for creating effective marketing strategies.

- a) Explain the consumer decision-making process and how an entrepreneur can influence each stage when marketing a new product.

(15 Marks)

- b) Analyze the impact of perception and learning on consumer buying behaviour, using relevant examples from Sri Lanka.

(10 Marks)

(Total 25 Marks)

Question 04

Write short notes on **ANY FIVE** of the following topics: (05 Marks each)

- a) Customer relationship management (CRM)
- b) Integrated marketing communication (IMC)
- c) Online vs offline marketing
- d) Brand loyalty
- e) Holistic marketing concept
- f) Macro environment

(Total 25 Marks)

-All rights reserved-