

**2006
MCU 1203
ASSIGNMENT TEST**

LEVEL 03

BMS



THE OPEN UNIVERSITY OF SRI LANKA

BACHELOR OF MANAGEMENT STUDIES

DEGREE PROGRAMME

2006

MCU 1203

MARKETING MANAGEMENT

(English)

THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAM
LEVEL 03
MCU ¹²⁰³ ~~4202~~ - MARKETING MANAGEMENT
ASSIGNMENT TEST



DATE: 18TH AUGUST 2006

TIME: 10.00 TO 12.00 NOON

Answer only four (4) questions

1. Differentiate the product and service, using examples.
2. Explain the relationship among Segmenting, Targeting and Positioning.
3. Explain how the consumer decision making process helps a person when he/she decides to purchase a T.V.
4. Write a short report on how the theories you learn in Marketing is being practiced in Sri Lanka.
5. Explain how Marketing can be used for your personal development?

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