

THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES-LEVEL 03
FINAL EXAMINATION-2005
MARKETING-MCD 1203



DURATION: THREE (03) HOURS

DATE : 19.02.2006

TIME:09.30 a.m.-12.30 p.m.

INSTRUCTIONS: ANSWER QUESTION NUMBER ONE (1) AND ANY THREE (3) OTHER QUESTIONS.

1-Compulsory

Assume that you are the marketing manager of the DSI Limited. Your director has asked you to prepare a report on the *marketing mix* in footwear market. Prepare a report indicating the variables in marketing mix.

(40 Marks)

2. In Recent years the marketing function has played an important role in an organization. Explain the *marketing managers role* specifically relating to a Sri Lankan company of your choice.

(20 Marks)

3. You have been asked to segment the soft drink market in Sri Lanka. What are the variables you would use to *segment* the market? Explain the variables relating to the soft drink market.

(20 Marks)

4. “*Market Penetration* pricing method is the most important pricing method in every market” Do you agree with the statement? Explain

(20 Marks)

5. Explain any Four (4) of the following concepts.

1. Product Life Cycle (*PLC*)
2. Promotion and advertising
3. Branding Strategy
4. Level of distribution systems
5. Consumer decision making process

(20 Marks)

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