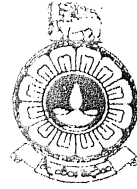


**THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES DEGREE
PROGRAMME
LEVEL 03
MCU1203 -MARKETING
ASSIGNMENT TEST
DURATION TWO (2 HOURS)**



DATE : 06TH MAY 2006

TIME : 10.00 A.M. TO 12.00 NOON

**Instructions: Answer any 3 questions.
All questions carry equal marks.**

1. Assume you are a Marketing Manager of a Biscuit Company. What do you think would be your functions? Elaborate.
2. Briefly explain five important aspects of marketing environment relating to Sri Lanka with examples.
3. Explain this buying decision process using the example for a television set.
4. How would you segment the consumer market? Explain using an example.
5. Write short notes any 03 of the following topics.
 - a) Societal Marketing
 - b) Needs, Wants and Demand
 - c) Marketing Research Process
 - d) Positioning

-Copyright reserved-