

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



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**DATE: 18<sup>th</sup> AUGUST ~~2006~~ 2007**

**TIME: 10.00 TO 12.00 NOON**

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**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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