## THE OPEN UNIVERSITY OF SRI LANKA BACHELOR OF MANAGEMENT STUDIES FINAL EXAMINATION — 2007 MARKETING - MCU 1203



DATE: 11.02.2007

TIME: 9.30 a.m. - 12.30 p.m.

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## **DURATION - 03 Hours**

ANSWER FIVE (5) QUESTIONS ONLY.
ALL QUESTIONS CARRY EQUAL MARKS.
This paper has two pages and seven questions.

- 1. The role of marketing needs commitment of the personnel not only from the marketing department, but also the entire organization.
  - a) Do you agree with the above statement? Give reasons.
  - b) Identify the specific roles played by the marketing team.
- 2. a) Explain how services differ from goods.
  - b) Discuss how the unique characteristics of services can make their management particularly difficult for a marketer. Give suitable examples.
- a) "Marketing is all very well but in our business, it's all about price"
   How would you counter this argument? Use suitable illustrations to explain your answer.
  - b) Discuss the different pricing strategies available to a marketer in fast moving consumer goods area.
- 4. a) Discuss what is meant by a 'brand' in relation to a 'product'.
  - b) Why is a brand often one of the most valuable of assets of a firm?
  - c) Explain how marketers may be benefited from branding.
- 5. a) Explain the concepts of market segmentation, targeting and positioning.
  - b) Discuss how these concepts are interrelated.
  - c) Explain why organizations go for the above activities.

6. By analyzing the distinct stage that a product or service is in, marketers are in a better position to forecast the future and formulate better marketing plans. a) Explain the concepts of product life cycle and its stages. Use suitable Sri Lankan FORT JOHN - DUTTERNAMEN examples. b) Explain the strategies that may be pursued by marketers at different stages of the product life cycle. 7. Explain any four of the following: 2580M 66 - 260M F 100 a) Needs, wants and demand. b) Selling and marketing orientations. c) Consumer decision making process. BRAG HABON TOBAD MONEY MELLING d) Promotional mix. e) Marketing in the information age. ond medicalem and the reserved in the consideration where the black is a closured of the Copyright reserved. Interior the highest dates and the participant with the above statements of the reason to uner og volt i volt gillegnin solor sitteens att filmsid til A light of a fillion contract whom at the Silving of compagning along the control of the control of the control of the theory of the control of the c and reading of the analysis of the constitution of the first of the state of the constitution of Throughterine the control of the first through the again that the conereg kaladaya eka belea dalamah didira dir. 🕡 🖫 🖫 germe, dalifiz talah era a legis dietak era d graf anga kantang kangalaga sa kalandah kan digelembah aspangan merali bidan kebilan di the angle of more than the table of the analysis the constant factor of the table of paga ing kalawaran majaran manay nga kababatan bin di kabarat ka di gar grand the company of an in-

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