

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.

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.

3.
 - 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 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:

- a) Needs, wants and demand.
- b) Selling and marketing orientations.
- c) Consumer decision making process.
- d) Promotional mix.
- e) Marketing in the information age.

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