



THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES (LEVEL 3)
FINAL EXAMINATION: February 2008
MARKETING
MCU 1203
DURATION: THREE (03) HOURS

This paper contains SIX questions and has TWO PAGES.

Date: 16th February, 2008

Time: 9.30 a.m. – 12.30 p.m.

Answer any FIVE (05) questions. Each question carries 20 marks.
Always start answering a new question in a new page.

1. You are a brands manager that market a range of consumer durables:
 - a. Explore the reasons for increase in use of advertising in this sector. (6 marks)
 - b. Identify the range of promotional tools available to the company and illustrate their applicability to achieve particular marketing objectives. (14 marks)
2. Using an example from an industry of your choice, illustrate how new developments in information technology may be used in implementing a marketing programme.
(Your answer should consist of industry and product/service characteristics, forecasting, potential customers, promotional campaigns, delivery methods, payment options, new trends in information and communication technology advancements and applicability of ICT in your selected industry.) (20 marks)
3. For an industry of your choice:
 - a. Identify and illustrate the significance of monitoring the external environment. (6 marks)
 - b. Outline the various channels of distribution available. (6 marks)
 - c. Name the factors to be considered in selecting a suitable channel of distribution and state how you should select a suitable channel. (8 marks)

4. Acting as an marketing adviser to a Pharmaceutical company write a report to the Board of Directors on their future marketing programs, consisting;
- a. importance of segmentation and targeting to the future success of the business (5 marks)
 - b. variables to be used for segmenting their market (5 marks)
 - c. how positioning can be used to promote their products. (5 marks)
 - d. how their customers could be benefited by positioning (5 marks)
5. An insurance company approached you as a marketing consultant. You are required to write a report to the management explaining:
- a. the features of the insurance industry (5 marks)
 - b. distinct characteristics of services and how those characteristics apply to their business. (7 marks)
 - c. how extended marketing mix for services should be used by their business. (8 marks)
6. Explain five (5) of the following concepts (@4 x 5 marks)
- a. Product Life Cycle (PLC)
 - b. Consumer decision making process
 - c. Packaging and branding
 - d. Pricing strategies
 - e. B to B marketing
 - f. Demographic variables for segmentation

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