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THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAMME
LEVEL 03
FINAL EXAMINATION -2009
MARKETING – MCU 1203
DURATION: THREE (03) HOURS



DATE: 22.02.2009

TIME: 9.30 am – 12.30 noon

INSTRUCTIONS

- **Answer any three (03) questions.**
 - **All questions carry equal marks.**
1. Explain how the markets for the following products /services could be segmented.
 - a) FMCG – Soap
 - b) Industrial- Automobile/Office equipment
 - c) Service - Bank
 2. The product life cycle concept (PLC) is an important concept in marketing that provides insights into a product's competitive dynamics. At the same time, the concept can be misleading if not carefully used.
 - a) Explain the concept of PLC
 - b) What are the criticisms aimed at the PLC concept?
 3. Assume that your company is interested in developing a web site to reach teenagers for the purpose of selling teen Savings Account. How could you do marketing research about your target market? Could you get the information for free or would there be a cost?
 4. As the newly appointed marketing manager of "SITH" FM, you have been by your Director to prepare a marketing plan. Use your knowledge of marketing mix and design marketing mix strategies for your service organization.
 5. Explain the applicability of marketing concept in Sri Lanka by using the example of branded milk powder.