



**THE OPEN UNIVERSITY OF SRI LANKA**  
**BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAMME**  
**LEVEL 03**  
**ASSIGNMENT TEST -2017**  
**MCU 1203 –MARKETING**  
**DURATION –TWO (02) HOURS**

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**DATE: 27.01.2018**

**TIME: 2.00 PM – 4.00 PM**

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***Instruction:***

***Answer any Four (04) Questions. All Questions carry equal Marks.***

1.
  - a. Identify the components of Internal Environment (Micro environment) in marketing. (10 Marks)
  - b. Explain the importance of internal environment for marketers by using examples of banking sector. (15 Marks)
  
2. Critically evaluate the concept of “personal selling ”in the context of promotion. (25 Marks)
  
3. Explain the relationship among Segmentation, Targeting and Positioning (STP) concepts with examples. (25 Marks)
  
4. Explain “Buying Decision Making Process” when you are planning to purchase a computer to be used at home. (25 Marks)
  
5. Identify the following concepts.
  - a. Production concept and Product concept
  - b. Convenience goods and Specialty goods
  - c. Needs and Wants
  - d. Marketing Skimming Strategy and Market Penetration Strategy
  - e. Product Life Cycle (PLC) (25 Marks)