



**THE OPEN UNIVERSITY OF SRI LANKA**  
**CERTIFICATE IN ENTREPRENEURSHIP AND SMALL BUSINESS**  
**MANAGEMENT**  
**FINAL EXAMINATION - 2006**  
**MCC 1204 – INTRODUCTION TO MARKETING**  
**DURATION : TWO (02) HOURS**

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**Date : 19<sup>th</sup> February 2006**

**Time: 01.30 p.m. – 3.30 p.m.**

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**ANSWER ANY FOUR QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS.**

01. As a Marketing Manager of a company which is involved in the mobile phone business write a report to the Managing Director indicating the importance of Marketing mix in the mobile phone market. (25 marks)
02. “In Sri Lanka the selling concept is more important than the Marketing concept”. Do you agree with this statement? Explain by using Sri Lankan example. (25 marks)
03. How do small businesses use Marketing concepts of face competition? Explain. (25 marks)
04. a) Using segmentation variables identify how you can segment the toilet soap market in Sri Lanka. (15 marks)
- b) Explain the difference between differentiation and concentrated targeting strategies with examples. (10 marks)
05. a) 1. What is a Brand?  
2. What is the difference between a product and a Brand?  
3. What are the benefits of Branding? (15 marks)
- b) Explain the Product Life Cycle concept by using examples. (10 marks)

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PD 010

**THE OPEN UNIVERSITY OF SRI LANKA  
ENTREPRENEURSHIP AND SMALL  
BUSINESS MANAGEMENT PROGRAMME  
FINAL EXAMINATION – 2005/2006**



**MCC 1105 – INTRODUCTION TO OPERATIONS MANAGEMENT  
DURATION : TWO (02) HOURS**

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**Date : 25<sup>th</sup> February 2006**

**Time: 10.00 a.m. – 12.00 noon**

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**ANSWER ANY FOUR QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS.**

01. a) Explain the inputs, process and outputs of a production process. Giving suitable examples and discuss the production process of a private sector public transport business.
- b) Explain the basic differences between goods and services.
- c) Explain the controlling function of manufacturing. Briefly describe the main kinds of controls.
- (25 marks)
02. Consumers for a product or service can be individuals as well as organizations.
- a) Briefly explain the different type of organizations that purchase goods and services for their consumption.
- b) Explain the factors a manufacturer has to look into when estimating the demand for a product or service which he is planning to launch.
- c) What factors should you look into when assessing the demand for a new range of bakery product, before manufacturing takes place?
- (25 marks)
03. Before a product is manufactured in the factory it goes through two stages; designing and engineering.
- a) Using suitable illustrations explain the two stages of product development.
- b) Explain the product development procedure using a suitable example from any small industry familiar to you.
- c) State the institutions that are available to help the entrepreneurs in product development.
- (25 marks)

04. A manufacturer has to look for a suitable location for his manufacturing plant. He has to consider various qualitative and quantitative factors affecting his proposed business venture.
- a) Explain the factors that a manufacturer has to look into when selecting a suitable location for his manufacturing plant.
  - b) When selecting a suitable site for a business what other factors should he looked into?
  - c) Describe the factors you have to consider in selecting a suitable location and site for a small/medium scale food outlet.
- (25 marks)

05. Answer the following.
- a) Discuss the impact on production systems from the industrial revolution that took place in the 18<sup>th</sup> century.
  - b) Distinguish between “order production” and “stock production”
  - c) Briefly explain “continuous”, “intermittent” and “job (custom)” production systems.
  - d) Explain the three major stages of the quality control function.
- (25 marks)

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