

**THE OPEN UNIVERSITY OF SRI LANKA**  
**CERTIFICATE IN ENTREPRENEURSHIP AND**  
**SMALL BUSINESS MANAGEMENT**  
**FINAL EXAMINATION – 2006/2007**  
**MCC 1204 – INTRODUCTION TO MARKETING**  
**DURATION : TWO (02) HOURS**



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**Date : 27<sup>th</sup> January 2007**

**Time: 1.30 p.m. - 3.30 p.m.**

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

01. What do you mean by brand? Explain and discuss the role of brands in marketing.
02. What is the marketing mix? Discuss the four elements of the marketing mix with examples of small business in Sri Lanka.
03. There are many ways of segmenting markets. Identify TWO possible segmentation bases and discuss the advantages and disadvantages of each with the use of relevant examples.
04. “Advertising is only one part of the promotion” Do you agree with this statement? Explain.
05. Explain the concept of Product Life Cycle (PLC) with examples.

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