

THE OPEN UNIVERSITY OF SRI LANKA
CERTIFICATE IN ENTREPRENEURSHIP AND
SMALL BUSINESS MANAGEMENT PROGRAMME
FINAL EXAMINATION – 2007/2008
MCC 1204 – INTRODUCTION TO MARKETING
DURATION : TWO (02) HOURS



Date : 20th January 2008

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

ANSWER ANY FOUR QUESTIONS. ALL QUESTIONS CARRY EQUAL MARKS.

01. How would you segment the market for as a tea owner of a small business? Explain.
02. (i) State any three (03) components of the promotion mix.
(ii) Explain the advantages and disadvantages of each component.
03. Propose appropriate marketing objectives and strategies for a consumer product in the introduction stage of a product life cycle.
04. Explain the importance of the marketing environment analysis to a marketer in small business. Give suitable examples.
05. Explain following concepts, clearly bringing out conceptual meanings
 - a. Needs and wants
 - b. Distribution (place)
 - c. Skimming pricing and penetration pricing
 - d. Target Market
 - e. Marketing concept.

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