



THE OPEN UNIVERSITY OF SRI LANKA
CERTIFICATE IN SMALL BUSINESS MANAGEMENT AND ENTREPRENEURSHIP
FINAL EXAMINATION – 2008
INTRODUCTION TO MARKETING – MCC 1204

DURATION : TWO (02) HOURS

DATE : 14-12-2008

TIME : 1.30 p.m. to 3.30 p.m.

ANSWER ANY FOUR (04) QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS.

1. How would you segment the market as an owner of a small business in garments? Explain.
2. What are the advantages of adopting a marketing mix strategy ? Explain.
3. Propose appropriate marketing objectives and strategies for a product in the growth stage of a product life cycle. (Do not confine your answer only to marketing mix strategies).
4. Explain the importance of identifying a target market to a marketer in small business ?
5. Logically argue with Sri Lankan examples, the promotion method that best suits a small business enterprise.

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