

**THE OPEN UNIVERSITY OF SRI LANKA
COMMONWEALTH EXECUTIVE MASTER OF BUSINESS/PUBLIC
ADMINISTRATION
FINAL EXAMINATION – 2008
MCP 1608 – MARKETING FOR MANAGERS
DURATION: THREE (03) HOURS**



Date : 28.02.2009

Time : 9.30 am – 12.30 pm

**Answer Five (05) Questions only. All questions carry Equal marks
All answers must be complete and written neatly and focused.
This question paper consists of six questions.**

1. As a Marketing Analyst in a soft drink company you have been asked to identify distinct groups of customers in your market.
 - a. Explore the range of different variables that may be employed to segment the market.
 - b. Using the variables, profile three possible target market segments and propose how would you evaluate their attractiveness
2. Examine the range of factors that influence pricing decisions in practice. Illustrate your answer by referring to an example of a tea company.
3. As a Marketing coordinator of a private bank you have been asked to produce a report to the board of directors considering the effects that your business may come across as a result of the characteristics of services.
 - a. Explain how each of the characteristics of services may apply to your business
 - b. Outline how these characteristics are likely to affect the marketing mix that is normally adopted by organizations..
4. Using examples from a consumer market of your choice illustrate and evaluate the impact of internet on marketing distribution channel.
5. Write an essay on the characteristics affecting consumer behaviour with reference to the in consumer durable market.
6. Briefly explain five (05) of the following concepts.
 - a. The buyer decision making process
 - b. The marketing research process
 - c. Promotion Mix
 - d. Product life cycle
 - e. New Product development
 - f. Pull and Push strategy
 - g. Holistic marketing

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