

**THE OPEN UNIVERSITY OF SRI LANKA  
COMMONWEALTH EXECUTIVE MASTER OF BUSIENSS/PUBLIC  
ADMINISTRATION  
FINAL EXAMINATION 2010  
MCP 1608– MARKETING FOR MANAGERS  
DURATION: THREE (03) HOURS**



**DATE :** 06.05 2010

**TIME :** 9.30 A.M to 12.30 PM

**Instructions**

**Answer any Five(5) Questions.**

**All questions carry equal marks.**

- (1)
  - (i) As a Marketing Manager of a Multinational tyre company, explain with logical arguments the promotional strategy that is most suitable to compete in the Sri Lankan market.
  - (ii) Explain the relationship between segmenting, targeting and positioning using an example of a branded soap.
- (2) What are the opportunities created for marketers after the war in Sri Lanka? Explain.
- (3)
  - (i) “Relationship Marketing deals only with short term benefits”. Do you agree with this statement? Explain.
  - (ii) Explain with examples why one would say Sri Lankan advertisers are more concerned about the sales concept than the marketing concept.
- (4) You have been appointed as a Marketing Research Executive of a leading Media Institute. Write a brief essay on why marketing research is important to your organization.
- (5)
  - (i) Explain the concept of the “Extended Marketing Mix” with the example of a product offered by a bank.
  - (ii) “Marketing a product is different from that of a service” Do you agree with this statement? Explain.
- (6) Select any two marketing theories known to you and critically evaluate the applicability of such theories to Sri Lanka.