

**THE OPEN UNIVERSITY OF SRI LANKA
COMMON WEALTH EXECUTIVE MASTERS OF BUSINESS/PUBLIC
ADMINISTRATION
FINAL EXAMINATION - 2013
MARKETING MANAGEMENT – MCP 1608
DURATION THREE (03) HOURS**



DATE: 07th DECEMBER 2013

TIME: 9.30am – 12.30pm

Answer Part A (40 marks) and any three (03) questions from part B (20 marks each).

Part A

Question One

Read the following passage and answer question one.

The Commonwealth Executive Master of Business Administration and Public Administration (CEMBA/CEMPA) Programme is the outcome of collaboration between Commonwealth of Learning and the Open University of Sri Lanka (OUSL). Established in 2002 the Programme is now expanding through corporation with universities in Asia, Africa, the South Pacific and South America.

Instructional materials for each course were developed by subject experts drawn from various institutions in the Commonwealth. Curriculum developers from universities in Australia, New Zealand, Sri Lanka, India and Canada, wrote original course materials. CEMBA/CEMPA Programme is designed for part-time study by busy working professionals, in response to the growing demands for post-graduate level education in business and public administration. Up to now OUSL has produced more than 100 post qualified professionals who are working in different managerial positions in both private and public sector.

As a Marketing consultant of Open University of Sri Lanka you have been asked to recommend marketing strategies for the Commonwealth Executive MBA program for the period of 2014-2016. Your answer should cover following area,

- a) Analysis of the Marketing Environment (Micro and Macro) (20 Marks)
- b) Recommended Marketing Strategies for Commonwealth Executive MBA program (4Ps/7Ps, Segmentation, Targeting and Positioning etc) (20 marks)

(40 Marks in total)

Part B

Question Two

”Relationship Marketing can be explained by using the variables of Trust and Commitment”
(Morgan and Hunt, 1994)

- a) Explain the above statement with an example from the Banking industry(10 Marks)
- b) Analyze the importance of “Human Element” in relationship marketing using examples. (10 marks)

(20 Marks in total)

Question Three

Explain how new promotional methods can be used in order to achieve sustainable competitive advantage taking branded tea as an example.

(20 Marks in total)

Question Four

As a Marketing analyst attached to an education institute you have been asked to identify the distinct groups of potential customers in your market.

- a) Explain the range of different variables that may be employed to segment the market. (8Marks)
- b) Using these variables, profile three possible target market segments and propose how you would evaluate their attractiveness. (12 Marks)

(20 Marks in total)

Question Five

Explain following concepts in brief.

- a) Marketing Research Process
- b) Consumer Decision Making process
- c) Product Life Cycle(PLC)
- d) Green Marketing
- e) Customer Perception

(20 Marks in total)