

THE OPEN UNIVERSITY OF SRI LANKA
 MASTER OF BUSINESS ADMINISTRATION IN HUMAN
 RESOURCES MANAGEMENT PROGRAMME
 ACADEMIC YEAR 2010
 MARKETING MANAGEMENT – MCP 2131



DURATION – 03 HOURS

DATE: 19.12.2010

TIME: 9.30 a.m to 12.30 p.m

INSTRUCTIONS

1. Answer question number one and three (03) others.
 2. Answers should be written legibly and to the point.
01. Assume that you work as a Marketing Communication specialist at an established toiletries company. You are asked to develop an advertising campaign for the company's new range of Ayurvedic soap products.
 - i Outline the range of advertising media available to the company (20 marks)
 - ii Specify the factors influencing the company in its media selection decision . (20 marks)

(40 marks in total)
 02. Explain any five of the concepts of marketing that a human resource manager can apply for his/ her decision making. (20 marks)
 03. As a Marketing analyst in an educational institute you have been asked to identify a distinct group of customers in your market.
 - i Explain the range of different variables that may be employed to segment the market (08 marks)
 - ii Using these variables, profile three possible target segments. How would you evaluate the attractiveness of each segment. (12 marks)
 04. Explain how a political party can adopt the elements of the marketing mix to design a winning political campaign. (20 marks)
 05. "Major role of Customer Relationship Management is to define the concept of marketing from the customer perspective". Discuss the validity of this statement. (20 marks)