

THE OPEN UNIVERSITY OF SRI LANKA  
MASTER OF BUSINESS ADMINISTRATION IN HUMAN  
RESOURCES MANAGEMENT PROGRAMME

00030



ACADEMIC YEAR 2010

MARKETING MANAGEMENT-MCP 2131

DURATION - 03 HOURS

DATE: 14.08.2010

TIME: 1.30 p.m – 4.30 p.m

**INSTRUCTIONS**

**01. Answer question number one and three others.**

**02. Answers should be written legibly and to the point.**

Q1. Consider any TV commercial you have viewed in your day to day life.

- (i) Describe the basic features of that advertisement you recollect (08 marks)
- (ii) Analyze the possible segments which the marketer of that particular product or service in the advertisement must have aimed at, giving reference to the relevant sections of the advertisement. (16 marks)
- (iii) State logical arguments on what grounds the firm concerned may have positioned its offer. (16 marks)

Q2. Explain using an example of a product you happened to purchase recently, how the information gathered through marketing research may have helped the marketer concerned (referring to your own example) in designing the marketing mix. (20 marks)

Q3. Explain how the knowledge of marketing concepts could be useful to a Human Resource manager. (20 marks)

Q4. 'Developing and managing a long term relationship with the downstream and upstream value chain is very important for any functional manager'. Comment on this statement emphasizing the pre requisites for developing long term relationships. (20 marks)

- Q5
- (i) State any trend in marketing you have identified in the Sri Lankan market and logically argue as to its relevance to the marketing function of your organization. (10 marks)
  - (ii) What role will the Human resource Managers have to play in line with the trend identified? (10 marks)

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