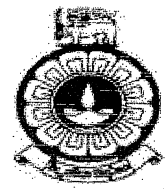


THE OPEN UNIVERSITY OF SRI LANKA
MASTER OF BUSINESS ADMINISTRATION IN HUMAN RESOURCE
MANAGEMENT (MBA in HRM) DEGREE PROGRAMME
FINAL EXAMINATION 2016
MARKETING MANAGEMENT-MCP 2131



DATE: 24th July 2016 **TIME:** 9.30 a.m to 12.30 p.m

INSTRUCTIONS

- ANSWER ANY FOUR (04) QUESTIONS
 - ALL QUESTIONS CARRY EQUAL MARKS
 - ANSWERS NEED TO BE PROVIDED LOGICALLY.
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01. Brand positioning “is the act of designing the company's offering and image to occupy a distinctive place in the mind of the target market. The end result of positioning is the successful creation of a customer-focused value proposition, a cogent reason why the target market should buy the product” (Kotler, 2003, p. 308)

- (a) Explain with examples how can positioning be used in implementing the marketing concept. (10 marks)
- (b) Explain how positioning strategies are used as a customer-focused value proposition in the banking industry of Sri Lanka. (15 marks)

Total 25 marks

02. Relationship commitment is thus the crucial variable that determines the long-term retention of customers (Venetis and Ghauri,2004).

Critically explain the above statement with examples. Total 25 marks

03. Societal marketing can allow corporations to differentiate themselves from competitors by creating an emotional bond with consumers (Meyer, 1999).

Justify why you would argue that the societal marketing concept addresses the customer needs better than the marketing concept. Total 25 marks

04. The decision-making perspective holds that buying behavior results from consumers' engaging in a problem-solving task in which they move through a series of stages (Mowen,1988).

Analyze the consumer decision making behavior in terms of the input, process, output relationship. Total 25 marks

05. According to Jain (1993), organizations should scan and monitor their business environment and assess the impact of environmental trends on the organization by reviewing corporate strategy on a continuous basis. From Jain's standpoint, scanning improves an organization's abilities to deal with a rapidly changing environment.

Explain using examples, the importance of environmental scanning for a business. Total 25 marks

06. Briefly explain the following.

- (a) One to one marketing
- (b) Holistic Marketing
- (c) Consumer Perception
- (d) Internal marketing
- (e) Unique Selling Proposition (USP)

Total 25 marks

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