

THE OPEN UNIVERSITY OF SRI LANKA
 MASTER OF HUMAN RESOURCE MANAGEMENT PROGRAMME
 FINAL EXAMINATION – 2017
 MARKETING MANAGEMENT – MCP2131
 DURATION 03 HOURS



DATE: 15th JULY 2017

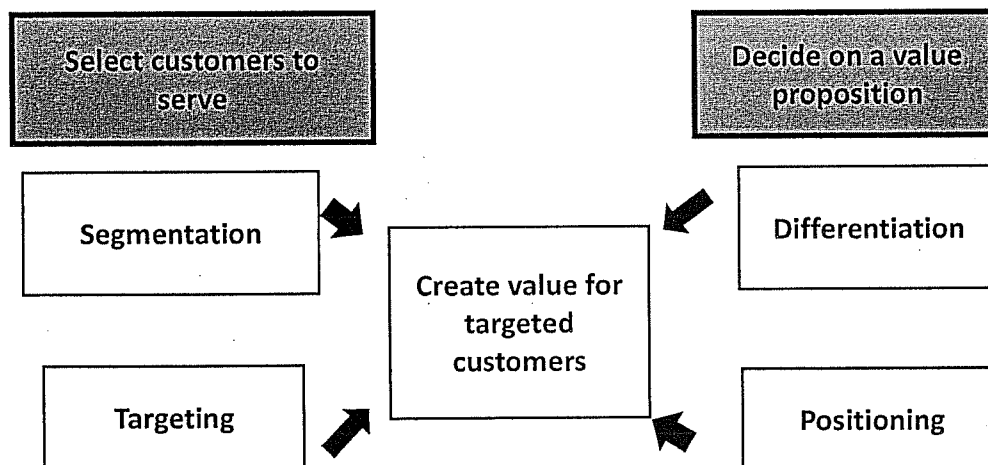
TIME: 9.30 A.M. TO 12.30 P.M

INSTRUCTIONS

Carefully read the questions and answer Question No.01(one) and three (03) other questions.

01. Assume you are the marketing manager of an organization offering fruit juice to the Sri Lankan market and explain how you would design the marketing strategy of your organization for that product, using the following diagram as a framework.

(40 marks)



02. 'Selling Concept can be considered as one of the popular concepts adopted by most of the companies of Sri Lanka'. Do you agree with this statement? Explain. (20 marks)
03. 'Successful relationships with customers results from value creation'. Critically analyze this statement. (20 marks)

04. List two types of personalized marketing approaches and describe them using examples.
(20 marks)
05. As a consultant of a newly established television channel in Sri Lanka explain the importance of understanding the marketing environment for decision making.
(20 marks)
06. 'Customer Relationship Management (CRM) is associated with acquisition and retention of customers while acquisition is driven by advertising, sales promotion etc. and retention is driven by satisfaction, trust and product quality'. Critically analyze.
(20 marks)

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