

THE OPEN UNIVERSITY OF SRI LANKA
 MASTER OF TECHNOLOGY
 FINAL EXAMINATION - 2010/2011
 TTM7134 TEXTILE AND APPAREL MARKETTING
 DURATION – ONE HOUR AND FIFTEEN MINUTES



DATE: 08th March 2011

TIME: 1330 - 1630 HOURS

Total Number of questions = 08 Number of questions to be answered = 05

Answer Question 1, which is compulsory and additional five (4) questions.

Question 1 carries twenty five (20) marks.

Compulsory Question

1. (i) Define the term 'marketing' in your own words? (2 Marks)
- (ii) Describe briefly four marketing philosophies? (6 Marks)
- (iii) Discuss the differences between the sales and marketing orientation? (6 Marks)
- (iv) What do you understand by 'Corporate Social Responsibility'? (6 Marks)

2. (i) Define Product Life Cycle (PLC)? (2 Marks)
- (ii) Using Diagrams describe the stages of the Product Life Cycle (PLC) in terms of the marketing perspective? (6 Marks)
- (iii) To what extent that the PLC could have been a useful tool for a fashion garment manufacturer? (6 Marks)
- (iv) What are the differences between a PLC for an automobile and a fashion item? (6 Marks)

3. (i) What do you understand by the term Market Segmentation? (4 Marks)
- (ii) List down the major categories or bases the company can use to segment their consumer market and briefly explain each one of them? (8 Marks)
- (iii) What are the individual factors affecting the consumer buying behavior? (8 Marks)

4. (i) Define consumer behavior? (4 Marks)
- (ii) Compare and contrast personal and organizational consumers? (8 Marks)
- (iii) Discuss the functions of consumer, purchaser and influencer in the process of consumer behavior? (8 Marks)

5. Formulate a Strategic Marketing Plan for a new firm to be established that will be focused on the retail supply of high quality children's clothing through, initially, as a retail store situated in Colombo?
The strategic objective of the new firm is to establish a high quality children's clothing targeting the market in the Colombo Municipal area.
Describe the Mission, Vision, Strategic plan, core competencies and the competitive advantage for the company? (20 Marks)
6. (i) What do you understand by the term 'Integrated Marketing Communication' (IMC)? (2 Marks)
(ii) Explain the advantages and limitations of advertising as a component of integrated marketing communication? (6 Marks)
(iii) Discuss the impact of price on consumers' perceptions of value and quality for both products and services? (6 Marks)
(iv) Discuss how the stores arrangement and manufacturer image influence consumers' evaluations of products? (6 Marks)
7. (i) Imagine a market that you are familiar with and summarize the ways in which the STEP (PEST) factors affect that particular market? (6 Marks)
(ii) What do you understand by Environmental Scanning? Why it is important for a marketer? (6 Marks)
(iii) Do a SWOT analysis to evaluate the strengths, weaknesses, opportunities and threats to the firm that you work for or to a firm that you are familiar with to prepare a marketing plan? (8 Marks)
8. (i) What do you understand by the term Product Portfolio? (5 Marks)
(ii) Explain how the Boston Consulting Group (BCG) matrix could be used to plan the Product portfolio for a company? (15 Marks)
8. Write short Notes on the following?
- (i) Supply Chain Management (5 Marks)
(ii) Marketing Information System (MKIS) (5 Marks)
(iii) B2B marketing (5 Marks)
(iv) Consumer Research (5 Marks)