

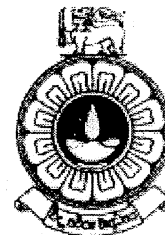
THE OPEN UNIVERSITY OF SRI LANKA

POST GRADUATE DIPLOMA IN TECHNOLOGY/ MASTER IN TECHNOLOGY IN
APPAREL PRODUCTION AND MANAGEMENT.

FINAL EXAMINATION – 2014/2015

TTM7134 - TEXTILE AND APPAREL MARKETTING

DURATION – THREE HOURS



DATE: 12th September 2015

TIME: 930 – 1230 Hrs.

Answer Four (04) questions only.

- (1) (a) As a marketing student explain the real meaning and the implications of marketing.
Show how marketing can be distinguished from selling. (10 marks)
- (b) Explain how the Business Orientations evolved starting from the production orientation
to the contemporary marketing orientation. (10 Marks)
- (c) Briefly explain the concept of 'Green Marketing'. (05 Marks)
2. (a) What do you understand by the term "Marketing Mix"? (05 Marks)
- (b) Use the Marketing Mix model (4P) and explain how to offer a new product to a market. (12 Marks)
- (c) Briefly explain why 4Ps have been extended to 7P in the Marketing Mix for Services. (08 Marks)
3. (a) What do you mean by Product Life Cycle (PLC)? (05 Marks)
- (b) Write brief notes on each stage of the life cycle considering their importance. (12 Marks)
- (b) Explain why the product life cycle might not be the same for some brands of apparel
within an export oriented garment factory's product portfolio. (08 Marks)

4. (a) Discuss the behaviour of an organizational buyer in comparison to the domestic buyer of consumer products. (08 Marks)
- (b) Do you agree that the organizational buyer is devoid of all but economic considerations? Explain. (07 Marks)
- (c) Draw a flow chart for a typical buying decision making process. (10 Marks)
5. Write short notes on the following:
- (a) Pricing Strategies (05 Marks)
- (b) Market Segmentation (05 Marks)
- (c) Advertising (05 Marks)
- (d) Supply Chain Management (05 Marks)
- (e) Personal Selling (05 Marks)