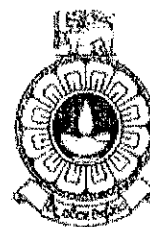


THE OPEN UNIVERSITY OF SRI LANKA
 DEPARTMENT OF TEXTILE AND APPAREL TECHNOLOGY
 POST GRADUATE DIPLOMA IN TECHNOLOGY IN
 APPAREL PRODUCTION AND MANAGEMENT
 FINAL EXAMINATION- 2016/2017
 TTM7134 – TEXTILE AND APPAREL MARKETING
 DURATION - 03 HOURS



Date: 26th November 2017

Time: 1330-1630 hrs

This paper has eight (08) questions in three (03) pages. Answer Question one (1) and any five (5) other questions. Question number one (1) is compulsory and carries 25 marks. All other questions carry 15 marks each.

Compulsory Question

1. a) Explain the term “Marketing” in your own words. (03 Marks)
- b) Briefly describe the four (04) main business orientations. (02 Marks)
- c) How do you differentiate **need** from a **want**? (02 Marks)
- d) What do you understand by the term “Anatomy of a product”? (03 Marks)
- e) Define ‘Product Life Cycle’ (PLC) in your own words. (03 Marks)
- f) What is meant by “Environmental Scanning”? (02 Marks)
- g) What do you understand by “Business to Business (B2B) transactions”? (02 Marks)
- h) Briefly explain why market segmentation is important for a marketing. (03 Marks)
- i) Why penetrative pricing strategy is generally used in the introductory stage of Product Life Cycle (PLC)? (02 Marks)
- j) What are “Market intermediaries”? (03 Marks)

Answer any five (05) questions from the following seven (07) questions.

2. (i) "Marketing is an exchange process". Briefly discuss. (03 Marks)
- (ii) What do you understand by the term "Marketing mix"? (06 Marks)
- (iii) Use the "Marketing mix model" and explain how to offer a new product to an existing market. (06 Marks)
3. (i) Briefly discuss the importance of "Supply chain management" to an Export-oriented Garment factory in Sri Lanka. (05 Marks)
- (ii) Write a detail description on the Michael Porter's five forces (10 Marks)
4. (i) Differentiate between the "Macro and Micro environments" that have an impact on marketing? (06 Marks)
- (ii) Explain how you can scan a market environment, using SWOT analysis. (09 Marks)
5. (i) What is "Consumer behavior"? (03 Marks)
- (ii) Illustrate the stages of the "Consumer decision-making process" using a flow chart. (06 Marks)
- (iii) Briefly describe the role of marketing research in effective marketing decision making. (06 Marks)
6. (i) Describe briefly how a marketer can use Integrated Marketing Communication (IMC) to increase the sales. (06 Marks)
- (ii) Consider that you are the marketing manager for a large Apparel manufacturing company. Explain what factors will influence the Sales promotion activities, of your firm. (09 Marks)

7. (i) What do you understand by the term "Strategic marketing management"? (03 marks)

(ii) Describing the key priorities, explain how to conduct a "Strategic marketing audit" for a business organization to find out the competitive position in the sector. (12 Marks)

8. Write short notes on the following, in relation to marketing:

(i) Marketing information system (05 Marks)

(ii) Value chain (05 Marks)

(iii) Ansoff's Model (05 Marks)