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THE OPEN UNIVERSITY OF SRI LANKA

MASTER OF BUSINESS ADMINISTRATION IN HUMAN RESOURCE MANAGEMENT PROGRAMME

LEVEL 09

FINAL EXAMINATION – 2024

MARKETING MANAGEMENT – MMP9331/MSU9331/MCP2131

DATE:28.01.2024 **TIME: 1.30 PM TO 4.30 PM**

INSTRUCTIONS

- ANSWER ANY FOUR QUESTIONS.
- ALL QUESTIONS CARRY EQUAL MARKS.
- CITING EXAMPLES IS CONSIDERED EXTREMELY IMPORTANT

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1. Discuss the role of HRM in fostering a marketing-oriented culture within a company and how it contributes to the development and implementation of effective marketing campaigns. Provide examples of successful companies that have integrated HRM and marketing strategies. (25 Marks)

2. Explain the concept of employee branding and its significance in the context of marketing management. Discuss how a company's employees can serve as brand ambassadors and impact customer perceptions. (25 Marks)

3. Explain how an organization's brand image and marketing efforts can influence the recruitment and retention of top talent. Assess the importance of employer branding in attracting skilled professionals. Also, discuss the challenges organizations may face in maintaining a steady employer brand across various marketing channels. (25 Marks)

4. Assume you have been appointed as the Head of HR in a dynamic organization. Outline your approach to integrating marketing principles into HRM functions. Discuss specific initiatives, policies, or programs you would implement to ensure that HR practices align with marketing goals. Explain how this integration would contribute to a positive employer brand and employee engagement. (25 Marks)

5. Discuss how understanding employees as internal customers can improve HRM strategies. Provide examples from companies where this approach has positively impacted organizational performance. (25 Marks)

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