Sample

01025

THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF MANAGEMENT STUDIES

BACHELOR OF MANAGEMENT STUDIES HONOURS
BMSHONS IN ACCOUNTING AND FINANCE
BMSHONS IN HUMAN RESOURCE MANAGEMENT
BMSHONS IN MARKETING MANAGEMENT

MMU3401 – MARKETING MANAGEMENT & ETHICS IN MARKETING
CONTINUOUS ASSESSMENT TEST – 2024 / 2025
DURATION – TWO (02) HOURS

DATE: 27th FEBRUARY 2025 *TIME: 9.30 A.M. – 11.30 A.M.*

INSTRUCTIONS:

- Answer **Part A** and **Any 2 questions** from **Part B.**
- Each question should be started on a new page.
- Part A carries 50 marks in total and all questions in Part B carry equal marks.

Part A

Write short answers to the questions in this section.

1. Name 04 types of marketing offerings and provide examples for each. (08 Marks)
2. Differentiate between 'needs' and 'wants' with suitable examples. (06 Marks)
3. Briefly explain with examples, the Physiological needs and Esteem needs as identified in "Maslow's Hierarchy of Needs". (08 Marks)
4. Name 02 functions of Marketing. (04 Marks)
5. Name the categories of activities identified in the Porter's Value Chain model. (02 Marks)
6. Name 05 Philosophies of Marketing. (05 Marks)
7. Name 05 factors influencing customer's purchase decisions. (05 Marks)
8. Write 05 factors influencing business buying decisions. (05 Marks)
9. List 05 actors in the "Micro- Environment". (05 Marks)
10. Name 02 elements of the internal marketing environment according to the McKinsey 7S Model. (02 Marks)

(Total 50 Marks)

Part B

2. i) Briefly explain the activities identified in Michael Porter's Value Chain. (10 Marks)
   ii) Describe the above stated activities in detail using a suitable example. (15 Marks)
   (Total 25 Marks)

3. Assume that you are planning to open a coffee shop in your town. Describe the environmental forces that would affect the decision. **(Total 25 Marks)**

4. "Customer Relationship Management (CRM) helps a business to build and maintain long-term customer relationships". Elaborate the statement with an example.
   (Total 25 Marks)

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