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/MMU3751 - MARKETING MANAGEMENT AND ETHICS IN MARKETING
CONTINUOUS ASSESSMENT SAMPLE TEST – 2023 / 2024
DURATION – TWO (02) HOURS

DATE: 20 XXX 2024 *TIME: 10.00 A.M. – 12.00 NOON.*

INSTRUCTIONS:

- **Answer Part A and Any 02 Questions from Part B.**
- **Answer to each question should be started on a new page.**
- **All questions in Part B carry equal marks.**

Part A

Write short answers to questions in this section.

1. Write the main focus of the following Marketing philosophies.

Marketing, Societal Marketing (06 Marks)

2. Write two examples for each of the following offerings. (06 Marks)

Product, Service, Experience

3. Name 03 activities in a value chain. (06 Marks)

4. Briefly explain the difference between needs and wants. (06 Marks)

5. Name 02 Marketing environment analysis tools. (04 Marks)

6. Write what a marketing information system is (06Marks)

7. Name 06 factors influencing consumer purchase decisions. (06Marks)

8. Name 04 segmentation variables of industrial markets with examples (04 Marks)

9. Name 04 different approaches to target marketing. (04 Marks)

10. What is market positioning. (02 Marks)

(Total 50 Marks)

Part B

Answer ~~to~~ Any Two (02) Questions in this section.

1. "An effective customer relationship management strategy is crucial for the long-term success of any business organization". Explain the statement with examples. (25 Marks)

2. Nelum is a florist who imports Anthurium, Roses, and orchids from Bangkok. Explain the external marketing environmental forces that influence her business. (25 Marks)

3. A bank is planning to introduce a new savings account. Using STP strategies, segment the market and explain why it's necessary to use the factors you have suggested for market segmentation. (25 Marks)

(Total 100 Marks)

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