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 AND ETHICS IN MARKETING
FINAL EXAMINATION – 2024 / 2025
DURATION – THREE (03) HOURS

DATE: 22nd JUNE 2025 *TIME: 01.30 pm – 4.30 pm*

Marking Guide

INSTRUCTIONS:

- **Answer only four (04) questions.**
- **All questions carry equal marks.**
- **Start each question on a new page.**

1. a) List five variables that can be used to segment the consumer markets. (05 Marks)

Any five variables: Demographic, Psychographic, Behavioural, (05 Marks)

b) Using an appropriate example, explain the STP (Segmentation, Targeting, and Positioning) process in marketing.

Explaining STP process 15 marks

Example 5 marks (20 Marks)

(25 Marks)

2. Ashok Fashion is a small-scale clothing retail shop, planning to use only digital marketing tools to promote its garments.

a) Suggest and briefly explain five (05) digital marketing tools that can be used by Ashok Fashion. Social media, e mail marketing, e commerce, mobile marketing, tools to manage platforms page 129 in block 2

five variables 5 x1 marks

Explain 2x5 = 10

(15 Marks)

b) Do you agree with the decision of Ashok fashion to use only digital marketing tools to promote its garments? Justify your answer

Agree/disagree (2 marks)

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Justification (8 marks). (10 Marks)

(25 Marks)

3. a) Using examples, explain the concept of Product Life Cycle (PLC). (10 Marks)

Explaining 4 stages correctly (8 marks)

Examples (2 marks)

b) A cosmetic manufacturing company plans to launch a premium-priced Ayurvedic hair oil in the Sri Lankan market. Identify and explain three (03) factors that may influence the company's pricing decision for this product.

3 internal or external factors (p.83 and/or any reasonable factors) =3x1

Explaining those 3 (3x4 = 12 Marks)

(15 Marks)

(25 Marks)

4. a) List five levels of a product. (05 Marks)

Core , basic, augmented, expected, potential (1x 5 Marks)

b) Explain how each level of the product contributes to the total value perceived by the customer with an appropriate example.

Explain 5 levels (5x3 = 15 Marks) (20 Marks)

(25 Marks)

5. Discuss how ethical marketing practices can create long-term benefits for a business organization. Support your answer with examples.

Explaining ethical practices 10 marks

Explaining it relating to long term success with examples 10 marks

(25 Marks)

Please be flexible in marking. Allocate marks for reasonable answers that you identify as correct.

(Total 100 Marks)

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