00374

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 – 2023 / 2024
DURATION – THREE (03) HOURS

DATE: 18th AUGUST 2024 *TIME: 01.30 pm – 4.30 pm*

INSTRUCTIONS:

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

1. Explain the factors that influence the decision of setting the price of a locally manufactured motorcycle, which is to be launched in the Sri Lankan market. **(25 Marks)**

2. Explain using examples, the four (04) most appropriate digital marketing tools that can be adopted by a small-scale hotel in Sri Lanka. **(25 Marks)**

3. "Marketing mix strategies will only be effective if the firm identifies the right customers".
   a) List five (05) variables that can be used to segment consumer markets. (05 Marks)
   b) Explain how the consumer market for a yoghurt product in Sri Lanka can be segmented using the above-mentioned variables. (20 Marks)
   (25 Marks)

4. "Ethics encompass the moral principles and values that guide the actions of an organization." Explain using examples the advantages of adopting marketing ethics for a business. **(25 Marks)**

5. a) List the four stages of the product life cycle. (04 Marks)
   b) Explain each stage of the product life cycle, highlighting the promotional strategies adopted in each such stage. (21 Marks)
   (25 Marks)

(Total 100)

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