THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF MANAGEMENT STUDIES

BACHELOR OF MANAGEMENT STUDIES HONOURS

MMU3571 - MARKETING MANAGEMENT AND ETHICS IN MARKETING
MMU3503 - MARKETING
FINAL EXAMINATION – 2023 / 2024
DURATION - THREE (03) HOURS

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

INSTRUCTIONS:

- **Answer only five (05) questions.**
- **All questions carry equal marks.**
- **Start each answer on a new page.**

1. Nelum is the owner of a batik clothing shop in your town. Analyze and explain the external environmental forces that will influence her business. **(20 Marks)**

2. Explain the four (04) most appropriate marketing promotional tools that can be used to promote a small-scale hotel in Sri Lanka. **(20 Marks)**

3. "Marketing mix strategies will only be effective if the firm identifies the right customers". Explain using examples, five (05) variables that can be used to segment consumer markets. **(20 Marks)**

4. Propose a brand name for the cake shop Nami is planning to open, justifying the suitability of the proposed brand name. **(20 Marks)**

5. Briefly explain the four stages of the product life cycle, highlighting the promotional strategies adopted in each such stage. **(20 Marks)**

6. Write Short notes on the following. **(20 Marks)**

   1) Needs and wants
   2) Marketing Information system
   3) Levels of a product
   4) Advertising

(Total 100)

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