THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF MANAGEMENT STUDIES

BACHELOR OF MANAGEMENT STUDIES HONOURS

1013

MMU3571 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*

INSTRUCTIONS:

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

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

2. a) List 5 bases that can be used to segment the consumer markets. (05 Marks)
   b) "TST Pizza, a local pizza company based in Colombo, is exploring the feasibility of expanding its operations across Sri Lanka". Describe how above-mentioned market segmentation bases can be used to effectively segment the Sri Lankan market for TST Pizza with suitable examples. (15 Marks)
   (20 Marks)

3. Identify and explain five (05) promotional tools that a fast-food chain in Sri Lanka could use to effectively reach to its target markets. **(20 Marks)**

4. "The success or failure of a product in the market largely depends on the choice of its distribution channel". Justify this statement by explaining the key factors that influence the selection of an appropriate distribution channel. **(20 Marks)**

5. a) List 5 characteristics of a good brand. (05 Marks)

   b) "A unique and memorable brand name can serve as a competitive advantage by differentiating a product or service from its competitors". Elaborate the statement with relevant examples. (15 Marks)

   (20 Marks)

6. "Ethical marketing is an important aspect of any business". Explain using appropriate examples. **(20 Marks)**

(Total 100 Marks)

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