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 – 2025/2026
DURATION – THREE (03) HOURS

2134

DATE: 20th JUNE 2026 *TIME: 09.30 am – 12.30 pm*

INSTRUCTIONS:

- **Answer FOUR (04) questions only.**
- **Question 01 is compulsory.**
- **Each question carries 25 marks.**
- **Marks have been mentioned at the end of each question.**
- **Start each answer on a new page.**

Question 01 (Compulsory)

EcoFit Digital Wellness is a Sri Lankan company that produces wearable fitness devices and introduced a mobile health application. The company initially targeted urban young professionals by positioning its products as 'premium lifestyle technology for tracking health and fitness.'

Recently, EcoFit introduced a lower-priced version of its wearable devices to attract students and middle-income consumers. The company heavily uses social media influencers and digital advertising to promote its products.

However, several issues have emerged. Customers claim that advertisements exaggerate product performance, while concerns have been raised about the information collected in relation to the user's health. Some influencers also failed to disclose paid promotions. Despite this, the company is experiencing strong sales growth.

Assume you are a Marketing Consultant advising EcoFit Digital Wellness.

i. Explain how EcoFit could create and deliver customer value and assess the impact they can have on customer satisfaction.

(07 marks)

ii. Analyze the segmentation and targeting strategies used by EcoFit in offering its products to customers.

(08 marks)

iii. Discuss the ethical issues that may arise for EcoFit, and recommend appropriate marketing actions based on ethical and societal marketing principles.

(10 marks)

(Total 25 Marks)

Question 02

SolarGlow (Pvt) Ltd, a start-up company planning to introduce solar-powered household appliances to Sri Lanka, has commissioned a market environment analysis in preparing to enter the market.

i. Explain how the micro-environment could either facilitate or threaten SolarGlow's entry. Propose TWO (02) specific strategic recommendations to address micro-environmental threats it may have to face.

(10 marks)

ii. Using the PESTEL framework, identify and explain FOUR (04) macro-environmental forces that SolarGlow must consider when entering the Sri Lankan market. Provide an example for each such force to highlight the influence they can have on SolarGlow (Pvt) Ltd, as a company introducing solar-powered household appliances.

(15 marks)

(Total 25 Marks)

Question 03

A leading smartphone company in Sri Lanka is planning to launch a new mid-range smartphone targeting university students and young professionals. The company is currently analyzing how consumers will perceive, evaluate, and respond to the new product before finalizing its marketing strategy.

i. Explain FOUR (04) major factors influencing consumer buying behaviour and illustrate how each factor may affect the purchase decision of a smartphone.

(10 marks)

ii. Discuss the stages in the consumer decision-making process and explain how each such stage could be influenced by this company in launching the smartphone.

(15 marks)

(Total 25 Marks)

Question 04

A new organic skincare company is planning to enter the Sri Lankan market. Using the Product Life Cycle (PLC) model, design a marketing strategy for the introduction and growth stages. Your answer should specifically address: promotional strategy, pricing approach, distribution intensity, and how the company should adapt its strategy as the product moves from introduction stage to growth stage.

(Total 25 Marks)

Question 05

Ceylon Tel PLC is preparing to launch a new 5G mobile data plan targeting young professionals aged 22yrs–35yrs.

i. Suggest an Integrated Marketing Communications (IMC) campaign for this product by selecting and justifying the most appropriate promotional mix elements.

(10 marks)

ii. Discuss how a digital marketing tool such as social media marketing can enhance the effectiveness of Ceylon Tel's IMC campaign for this target segment.

(15 marks)

(Total 25 Marks)

-All rights reserved-