THE OPEN UNIVERSITY OF SRI LANKA
COMMONWEALTH EXECUTIVE MASTER OF BUSINESS/PUBLIC ADMINISTRATION
FINAL EXAMINATION – APRIL/MAY 2011
MCP 1608: MARKETING MANAGEMENT

DURATION: THREE (03) HOURS

Date: 07th May 2011	**Time : 9.30 a.m. – 12.30 p.m.**

Instructions

1. **Answer question number one (01) and three (03) others**
2. **Answers should be written legibly and to the point**

1. An Established Branded Tea company has retained you, as a marketing communication specialist to advice them on the development of an advertising campaign globally for their new range of innovative tea products.

(i) Outline the range of advertising media available to the company to compete globally using suitable examples.

(20 Marks)

(ii) Specify analytically, the factors that may influence the decision of selecting an advertising media. **(20 Marks)**

(40 Marks in total)

2. As a Marketing analyst in a Media institute you have been asked to identify a distinct group of customers to be served.

(i) Using examples, explain the range of different variables that may be employed to segment the market.

(08 Marks)

(ii) Using these variables, profile three possible target market segments and propose how you would evaluate their attractiveness. **(12 Marks)**

(20 Marks in total)

3. "Consumers generally follow a step by step process in deciding to buy a product or a service".
Explain the steps involved in this process with examples from the Sri Lankan banking sector **(20 Marks)**

4. Assume that you are the Marketing Manager of a reputed Insurance Company. Because of the intense competition in the sector your CEO requested you to undertake a consumer research to indentify profitable segments.
Explain the steps you will follow in conducting this marketing research. You have to link your answer to the Insurance Industry.

(20 Marks)

5. Explain the following concepts in brief.

a) Product Life Cycle(PLC)
b) Penetration and Skimming Strategy in Pricing
c) Internet Marketing
d) Customer Relationship Management(CRM)
e) Customer Perception

(20 Marks)