THE OPEN UNIVERSITY OF SRI LANKA
COMMONWEALTH EXECUTIVE MASTER OF BUSINESS/
PUBLIC ADMINISTRATION
FINAL EXAMINATION – 2014 DECEMBER
MCP 1608 –MARKETING FOR MANAGERS
Duration- 03 Hours

Date: 22nd December 2014 **Time: 1.30 pm to 4.30 pm**

Instructions: Answer Five (05) questions only. All questions carry equal marks

1. "Marketing research is important for every business"

   (a). Describe the process of marketing research you will conduct in order to introduce a branded milk powder to the Sri Lankan market. (15 Marks)
   (b). Explain how marketing research will benefit both the customer and the organization. (05 marks)

2. Explain in detail, the components of the external environment with illustrations as to their effect on Marketing. (20 marks)

3. As a Marketing analyst of the current 'presidential election campaign' you have been asked to identify the distinct groups of potential customers in your market.
   a) Explain the range of different variables that may be employed to segment the market. (08 Marks)
   b) Using these variables, profile three possible target market segments and propose how you would evaluate their attractiveness. (12 Marks)
   (20 Marks in total)

4. "Customer relationship Management is nothing other than defining the concept of marketing from the customer perspective". Discuss this statement using examples where necessary. (20 Marks)

5. "When consumers are buying products or services, they generally follow a step by step process in their decision making".
   Explain the steps involved in this process relating it to a banking product. (20 Marks)

6. Explain the following concepts

   a. Marketing Myopia
   b. Consumer perception
   c. Green Marketing
   d. Product Life Cycle(PLC)
   e. Internal Marketing

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