THE OPEN UNIVERSITY OF SRI LANKA
COMMONWEALTH EXECUTIVE MASTER OF BUSINESS/PUBLIC ADMINISTRATION
FINAL EXAMINATION - 2017
MCP 1608- MARKETING MANAGEMENT
DURATION: THREE (03) HOURS

Date: 15.07.2017	**Time: 1.30 p.m - 4.30 p.m**

Answer Question One (01) and Three (03) other Questions

Question One

Answer the questions presented at the end of the following description and the business case.

Market Segmentation: Sell More By Selling To Fewer

A common sales hurdle for B2B companies is demonstrating an understanding of the specific needs of their prospects. Individual buyers are convinced that their circumstances and challenges are unique, and unless you can prove to them that your solution has been crafted with their situation in mind, you may lose the deal. On the other hand, you can't be all things to all buyers. You can, however, be the right solution to a large enough group of buyers to successfully grow your business, if you can implement a smart segmentation strategy.

Boil a larger market down to the right group of prospects, and you can experience the following advantages:

Understand more deeply a smaller group of buyers. Every business niche has its own jargon, acronyms, inside jokes and verbal shorthand. You earn a second meeting if you can speak that language, and you instantly lose credibility if you can't.

Case studies have a higher impact on future prospects. When business cases are on target, your chances of winning over a prospect increase significantly. There's great sales power in being able to say, "I was working with another company that had your exact same problem, and here's how we solved it."

Eliminate competition that is too general to understand your segment. All else being equal, the supplier/vendor holding the most inside knowledge wins.

Find your ideal customer profile and become a production facility instead of a job shop. Production facilities put out products (or deliver services) that change little from customer to

customer. A job shop must customize every order. Homogenize your prospect list and customer base, and you can reduce variance in your offerings.

Business Case

Hireology has created a SaaS product that helps companies with the process of hiring new employees. There is a big market for such a product, but Hireology has deliberately restricted its marketing efforts to two segments: franchises and auto dealerships. Both categories are made up of smaller, decentralized businesses. Retail auto dealers, on average, have 70 employees, and the turnover rate is up to 50 percent per year. That's a big problem that costs a lot of money.

Adam Robinson, Hireology Founder and CEO, has developed an effective segmentation strategy. "The talent acquisition software market is $19B, but it's really 19 segments of that market, each of which is $1B," notes Robinson. "We've targeted two of those segments and that is working well for us, and for our customers." The strategy does seem to be working. Hireology's app is used by almost 2,500 companies, processing 30,000 applications weekly. At any one time there are around 8,000 open positions in the user base.

Robinson continues, "It's so much easier to sell within a couple of markets where we are considered the leader. This never would have happened if we had not focused our efforts on a small subset of the larger potential market." Hireology is now beginning to expand its reach into other segments as well, but not before figuring out how to address the unique needs of the franchise and auto dealer markets. They now have a solid base from which to grow.

If you're looking to grow your business, this is one strategy you should consider. Rather than maximizing both the costs and risk of expansion across the entire market, identify one or two smaller market segments where you have been successful and focus your energy there.

(Source : Forbes, Larry Myler, January 19, 2016)

1. Explain why you would say segmentation is effective in Business to Business Markets. (16 Marks)
2. Critically evaluate the importance of 'Relationship Marketing" for "Hireology". (24 Marks)

(Total -40 Marks)

Question Two

The emergence of Integrated Marketing Communication (IMC) has become a significant example of development in the marketing discipline. It has influenced thinking and acting among all types of companies and organizations facing the realities of competition in an open economy (Holm,2006).

1. Explain the concept of Integrated Marketing Communication (IMC). (6 Marks)
2. Critically evaluate the role of Digital marketing in the Integrated Marketing Communication (IMC) plan of an organization. (14 Marks)

(Total -20 Marks)

Question Three

The importance of monitoring the environmental factors impacting an individual business is fundamental to effective marketing. Issues such as the hostility and uncertainty of the environment have an impact on the innovativeness and the strategic approach employed by organizations (Hagberg-Anderson, 2006; Zhao & Cavusgil, 2006).

Critically evaluate this statement with an example from Sri Lanka. (Total -20 Marks)

Question Four

"Neuromarketing is always tapping in to the 'Pleasure Center' of Consumers". Explain this statement with an example.

(Total -20 Marks)

Question Five

Briefly explain the concepts below

1. Holistic Marketing
2. Consumer perception
3. Green Marketing
4. Marketing 3.0
5. Societal Marketing concept

(Total -20 Marks)

-Copy Rights Reserved-