



UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF MANAGEMENT AND FINANCE

Postgraduate & Mid-career Development Unit

Master of Business Administration 2015-2017 Weekday Programme (Semester II First half) Examination– July 2016

MBA 536 – Marketing Management

Three (03) Hours

Answer FOUR (04) questions in all selecting two(02) questions from each part.

Answers for Part-One, and Part-Two should be given in separate answer books

PART-ONE

1. Describe the stages in the consumer purchase decision process and briefly explain the major sociocultural influences on consumer behaviour. **(25 Marks)**

2. i. Explain what market segmentation means and briefly describe the five steps involved in segmenting and targeting markets. **(10 Marks)**
ii. Distinguish the variables used to segment consumer market with minimum one example for each variable. **(07 Marks)**
iii. Explain how marketing managers position products in the consumer mind. **(08 Marks)**
(Total 25 marks)

3. i. Explain the significance of “newness” in new products and services as it relates to the degree of consumer learning involved. **(04 Marks)**
ii. State the factors contributing to the success or failure of a new product or service. **(04 Marks)**
iii. Identify and briefly explain with examples the seven major phases of the new product development process. **(17 Marks)**
(Total 20 marks)

4. Answer any Five (05) of the following questions:

- i. Identify the requirements for marketing to occur.
- ii. Explain the concept of product life cycle.
- iii. Marketers are responsible for stimulating demand for a company's product. state eight demand states in marketing.
- iv. Define Marketing Philosophy and Marketing Function. Describe the relationship between two.
- v. Briefly explain modern marketing Vs post-modern marketing.
- vi. Distinguish between Generation 'X' and Generation 'Y'.
- vii. Explain briefly how modern marketing differ from post-modern marketing.
- viii. Marketing myopia.

(5x5= 25 Marks)

PART – TWO

- 5.** An automobile manufacturer is conducting a research in order to predict the type of car design consumers will desire in 2025. Explain what information would be useful in this case and describe as to how this information could be collected.

(25 Marks)

- 6.** A health care company was set up in 2015 in Colombo with a view to provide better quality medical services to the citizens at an affordable price. Having completed one year of its operation, the management wants to have a feedback from those who have availed this services. The purpose of seeking such a feedback is to identify shortcomings and bottlenecks in its various activities so as to take necessary corrective measures. The management would like to have the opinion of the service recipients under each of the followings:
- i. Accessibility
 - ii. Service encounters
 - iii. Doctors
 - iv. Nurses and Technicians
 - v. Room usage experiences
 - vi. General facility experiences

Suppose that the company has hired you for this exercise and you are asked to prepare a questionnaire covering the different services mentioned above. You should ensure that adequate information on each area is collected enabling the authorities to take well informed decisions.

(25 Marks)

7. The market orientation has increasingly been recognized as a critical factor in business success. The major operational issues that contribute to market orientation include: the link between market orientation and company performance, the appropriate operational design to achieve market orientation as well as the influence of external factors on it.

What can a company do to bridge the gaps necessary for effective value creation?

Explain your answer citing relevant examples.

(25 Marks)

8. "Dispersion in retail prices of identical goods is inconsistent with the standard model of price competition among identical firms, which predicts that all prices will be driven down to cost. One common explanation for such dispersion is the use of a loss-leader strategy".

Explain as to how this strategy could be used citing relevant examples, whilst, highlighting the pros and cons of the strategy.

(25 Marks)