



UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF MANAGEMENT AND FINANCE

Postgraduate & Mid-career Development Unit

Master of Business Administration (Semester III Second Half) Examination -- July, 2016

MBAMK 602 – Seminar in Marketing

Three (03) Hours

Answer **four (04)** question in all including questions **One (01)**

1. "With the help of Red, Adidas was able to understand the world of its customers. Interestingly, it's the human sciences --- literature, arts, anthropology --- that allow for understanding the unique worlds that people live in. By observing people's daily lives and the ways in which they interact with products, consultancies like Red are able to discern what products mean to customers in a way that big data can't determine".(Baer,2014)

1.1. Why Marketers need to read and understand different disciplines like literature, arts, anthropology? Explain.

(25Marks)

1.2. Critically evaluate the obstacles you may find in Sri Lankan context to hire expert service from other disciplines such as anthropology.

(15 Marks)

(Total 40 Marks)

2. "Marketing is the conscious and planned practice of signification and representation, the paramount processes of life according to postmodern sensibility. With this consciousness, the production and reproduction of images, simulations, and meanings are no longer accidental or haphazard. They are deliberate and organized through the institutions of marketing. In order to participate in this process it is necessary to muster power to influence and control marketing institutions. Marketing and marketers will have, therefore, a heavy burden; one that is no less than determining the conditions and meanings of life for the future". (Firat and Venkatesh, 1993).

Explain this statement with an example of branded Tea.

(20 Marks)

3. "Core product" is the main and central pillar of the product. This has described by Brassington and Pettitt (1997) as 'the heart of the product, the main reason for its existence...' In terms of political marketing, this may be viewed as the basic ideology upon which all aspects of a political party are grounded and is central to its very being (Lloyd, 2005). "

- 3.1. How you can differentiate "Core product" with any given product or service with political marketing? Explain with example.

(12 Marks)

- 3.2. Explain how regular change in party manifesto by political party would influence on potential voters.

(13 Marks)

(Total 20 Marks)

4. In Malaysia, culture and religion goes hand in hand. Most of the cultural values were actually shaped by various religious practices. For instance, the Advertising Code for Television and Radio (1990) was heavily influenced by the government's effort to promote Islamic values throughout the country. This includes the imposition of stricter regulations on the mass media content based on Islamic principles and values. For

example, the women in Malaysian advertising must be portrayed as having “good behaviour acceptable to local culture and society” (Advertising Code Television and Radio 1990, p.7). Furthermore, female models must adhere to the Advertising Code’s decent dress code which stipulates that a female model must be “covered until the neckline, the length of the skirt worn should be below the knees, the arms may be exposed up to the edge of the shoulder but armpits cannot be exposed”. This ruling has restricted the advertising of female, and male underwear on mass media. In addition, because of religious and cultural sensitivity, the sale of female contraceptives and female hygiene products were strictly limited on the mass media. Advertising of female hygiene products on national television, in particular, was allowed only after 10o’clock in the evening(Fam,2000).

As Marketer, critically evaluate the restrictions on advertising in sense of “promoting the product”.

(20 Marks)

5. “The componential theory of creativity is a comprehensive model of the social and psychological components necessary for an individual to produce creative work. The theory is grounded in a definition of creativity as the production of ideas or outcomes that are both novel and appropriate to some goal. In this theory, four components are necessary for any creative response: three components within the individual – domain relevant skills, creativity-relevant processes, and intrinsic task motivation -- and one component outside the individual – the social environment in which the individual is working. The current version of the theory encompasses organizational creativity and innovation, carrying implications for the work environments created by managers” (Amabile,2012).

Explain “componential theory of creativity” and how it can be used for Marketer to achieve sustainable competitive advantage in business environment.

(Total 20 marks)