



UNIVERSITY OF COLOMBO, SRI LANKA  
FACULTY OF MANAGEMENT AND FINANCE  
**Postgraduate & Mid-Career Development Unit**

Master of Business Administration/ Master of Business Administration in  
Finance/ Master of Business Administration in Marketing/ Master of Business  
Administration in HRM ( Semester II, First Half - Old Curriculum), Repeat Examination  
July 2017

**MBA 536 – Marketing Management**

**Three (03) Hours**

Answer **Four (04)** Questions Only

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1. Identify the five different eras/orientations in the history of businesses and discuss these eras with suitable examples. **(25 Marks)**
  
2. i. Define the concept of marketing myopia and discuss the symptoms of the myopia with relevant examples. **(15 marks)**  
ii. Discuss the characteristics of the post-modern marketing **(10 marks)**  
**(Total 25 Marks)**
  
3. i. 'A culture is a society's personality and our membership in a culture plays a big role in shaping our identities as individuals' Explain how culture of Sri Lankan consumers influence on their consumption activities. **(15 marks)**  
ii. Identify the five stages of consumer purchase decision process and explain briefly these stages with examples. **(10 marks)**  
**(Total 25 Marks)**

4. i. Define what market segmentation is and discuss when to use it. (05 marks)
- ii. Explain with suitable examples the four major bases for segmenting the consumer markets (10 marks)
- ii. Define product positioning and explain how it differ from product differentiation. (10 marks)
- (Total 25 Marks)**

5. . i. Explain the concept of newness in a new product from the consumer's perspective. (05 marks)
- ii. All new products are not successful and several fail due to various reasons. State the reasons which lead to failure of a new product or service. (05 marks)
- iii. Explain how stages of the product life cycle relate to a firm's marketing mix actions. (15 marks)
- (Total 25 Marks)**

6. i. Discuss integrated marketing communications with examples. (15 marks)
- ii. Identify the elements required for communication and explain these briefly. (10 marks)
- (Total 25 Marks)**

7. Explain briefly any **Five (5)** of the following:

- i. Customer Relationship marketing
- ii. New product development process
- iii. Marketing channels for consumer goods
- iv. Penetration pricing strategy Vs Skimming pricing strategy
- v. Concept of green marketing
- vi. Concept of blue ocean Strategy
- vii. No demand Vs negative demand
- viii. Marketing environmental forces

**(Total 5x5 = 25 Marks)**