



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

Master of Business Administration in Marketing (Semester III Second-half) Examination –July 2017

**MBAMK 602 – Seminar in Marketing**

**Three (03) Hours**

Answer **TWO (02)** Questions from PART I and **All** the Questions from PART II.

This is an Open Book Examination

This paper contains Five (05) questions printed on Three (03) pages

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**PART I**

1. “Commercial marketing has been increasingly interested in developing marketing mechanisms which allows it to satisfy the core customer groups while also meeting the broader needs of the community and other stakeholders. Political marketing has the opportunity to build a marketing framework that focuses on delivering value to a core target market (voters, supporters) and addressing the needs of society at large (Hughes and Dann,2009)”.Critically evaluate this statement with any example.  
**(25 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 Mobile Phone.

**(25 Marks)**

3. "People make up their minds within 90 seconds of their initial interactions with either people or products. About 62-90 percent of the assessment is based on colours alone. So, prudent use of colours can contribute not only to differentiating products from competitors, but also to influencing moods and feelings – positively or negatively and therefore, to attitude towards certain products. Given that our moods and feelings are unstable and that colours play roles in forming attitude, it is important that managers understand the importance of colours in marketing (Singh,2006)".

Explain the effect of colours on consumer buying behaviour.

**(25 Marks)**

## **PART II**

4. Consider one of the following statements and critically evaluate the related research papers discussed in terms of their main components and their stance on Sri Lankan context.
- i. "Postmodern conditions call for major transformations in the way marketing is practised, theorized, researched and evaluated".
  - ii. "The quest for a new theory or theories of culture that suit international marketing both as an academic discipline and as a professional activity is long overdue".
  - iii. "Findings of sex appeal advertising do support international advertisers in developing a better position with regards to their standardization-localization decision".

**(30 Marks)**

5. Write a report on similarities and differences of 'the green advertising practices and social networking advertising'. It is expected to have your suggestion towards creating synergy between these two papers.

**(20 Marks)**

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