

UNIVERSITY OF COLOMBO, SRI LANKA
FACULTY OF ARTS
SECOND YEAR EXAMINATION IN ARTS (STUDY STREAM BME) – 2018/19
ECN 2117 MARKETING THEORY AND PRACTICE – (Repeat)

Time Allowed: Two (02) Hours

Answer 04 (four) questions only.

All questions carry equal marks.

Question 01

“The Study of Marketing had been changing during different periods of time with new concepts”.

- i. Evaluate the evolution of concepts of marketing from the period of discovery to period of reconceptualization. (Marks 15)
- ii. “Marketing is a philosophy”. Examine this ideology using the concepts discussed above. (Marks 10)

Question 02

“Marketing ethics are important in achieving customers and ethics are used in different marketing areas”.

- i. Define the marketing ethics and examine the necessity of having ethics in marketing. (Marks 10)
- ii. Explain how marketing ethics are used in different marketing areas. (Marks 15)

Question 03

“Consumers play a major role in the marketplace. Therefore, study of consumer behavior is mandatory in marketing”.

- i. Examine the nature of the consumer behavior. (Marks 15)
- ii. Explain the categorization of consumer behavioral processes which are important to marketers. (Marks 10)

Question 04

Explain the relationship between economics and marketing while evaluating how economics concepts are utilized in practical implication of marketing. (Marks 25)

Question 05

- i. Define is service marketing? (Marks 03)
- ii. List general factors limit the use of marketing by service firms? (Marks 07)
- iii. "Service marketing literature has developed significantly during the past few decades". Do you agree with this statement? Provide sufficient evidence to justify your answer.(Marks 15)

Question 06

- i. "New product launch success depends on consideration of fundamental ideologies". Name 03 such concepts you know. (Marks 05)
- ii. Using a real-world example of your choice, investigate how well such firm has addressed the relevant concepts for a new product in the 4P framework. (Marks 20)