



UNIVERSITY OF COLOMBO, SRI LANKA

Faculty of Graduate Studies

Postgraduate Diploma in Business Management (m-Learning) – Semester II Examination – December 2020

PGDBM -ml 5207/PGDBM-ml 502 – Marketing Management

Four (04) hours

Answer any FOUR (04) questions

This is an open book examination

1. i. “ Marketing should aim at satisfying a given customer’s needs rather than selling a given product”. Do you agree with this statement? If so, Why? (15 Marks)
- ii. Who benefits from marketing concept and how? (10 Marks)

(Total 25 marks)

2. Think of product you recently purchased and review your decision process by considering the following aspects:
 - i. Why did you need or want that product?
 - ii. How did the product’s marketing influence your purchase decision?
 - iii. How did you investigate the product before making your purchase decision?
 - iv. What is your experiences after you purchase the product.

(25 marks)
3. i. Identify the key variables which might be used to segment for the consumers for following products and justify why you used the stated variables for each product:
(a) Television (b) Books (c) Potato chips (d) Soft drinks .

(10 marks)

ii. 'Positioning starts with a product, a service, a company, an institution or even a person. But positioning has nothing to do with product per se, it is all about what you do to the mind of the prospect'. Explain the statement in relation to concept of product positioning.

(15 Marks)

(Total 25 marks)

4. i. Assume that you are a marketing manager of particular company. The management has asked you to develop a new product to expand the market. Select a company of your choice and explain how will you conduct the new product development process of this company.

(15 Marks)

- ii. Select a product which is currently available in the market and assume that the selected product is in the growth stage of product life cycle. explain the appropriate strategies that can be applied on the growth stage of the selected product.

(10 Marks)

(Total 25 marks)

5. A marketing Manager reduced the price on a brand of cereal by 10 percent and observed a 25 percent increase in quantity sold. The manager then thought that if the price were reduced by another 20 percent, a 50 percent increase in quantity sold would occur. What would be your response to the marketing manager's reasoning?

(25 Marks)

6. You have recently been promoted to be director of advertising for the ABC FMCG product company. In your first meeting with CEO, he says "Adverting is a waste! We have been advertising for six months but the sales have not increased. Tell me why we should continue the advertising?". Provide your answer to the CEO.

(25 Marks)
