

**UNIVERSITY OF COLOMBO, SRI LANKA**  
**FACULTY OF MANAGEMENT AND FINANCE**

**Bachelor of Business Administration (Semester VII) Examination, September 2021**

**MKT 4237 - Contemporary Issues in Marketing**

**Two (02) Hours**

**Answer any two (02) questions based on the instructions given below**

**This is an open book examination**

**There are five questions on two pages in this question paper**

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**Instructions:**

Write **two** essays selecting **any two** of the five questions given below. The essays should incorporate the following elements:

- **Marketing activities:** Each essay should clearly identify the specific marketing activities that lead/led to the issues you identify. For example, you should not simply describe what a company did and broadly say 'pricing leads to this'; instead, you should show how the offer of special price discounts during a festival season (for example) leads to a specific behaviour or effect.
- **Adoption of a limit attitude** (Tadajewski & Brownlie, 2008): Each essay should demonstrate how practicing the marketing activities in the manner that they are expected to be practiced has led/could lead to adverse consequences which sometimes may not be intended by marketers.

Note: You will earn zero marks if you use examples discussed in class or presented in assignments.

**Questions:**

1. Show how two specific marketing activities of two companies in the Sri Lankan or global market take away **consumer sovereignty** by linking each of them to any of the three conditions related to the 'descriptive statement' (Dixon, 2008). You may link both activities to the same condition or link the two activities to two different conditions. Adopt a limit attitude in showing how these marketing activities can take away consumer sovereignty.

2. Show how two specific marketing activities of two companies marketing to the Sri Lankan market (the companies maybe Sri Lankan or global) could **badly affect poor consumers** by taking away their **positive freedom** – i.e., consumers’ freedom to make their decisions on their own. (If you wish, you can use one or more poor consumers known to you as examples, but it is not compulsory.) Adopt a limit attitude in showing how these marketing activities could affect poor consumers badly.
  
3. Show how two specific marketing activities of two companies (Sri Lankan or global) influenced you, or a member of your family, or a close friend to engage in **throwaway consumption**. (You may use behaviour of two different people or the same person for discussing the two.) Adopt a limit attitude in showing how these marketing activities led to throwaway consumption.
  
4. Show how two specific marketing activities of two companies marketing to the Sri Lankan market (the companies maybe Sri Lankan or global) had a **negative** impact on the **you as a child** or **any child known to you**. (You may use two different people or the same person for discussing the two.) Adopt a limit attitude in showing how these marketing activities had a negative impact on you or the child you know.
  
5. Show how two specific advertisements or labels used by two companies (Sri Lankan or global) **deceive consumers without presenting false information**, utilizing any two of the categories of ‘truthful but misleading advertising and labeling claims’ introduced by Hastak and Mazis (2011): Omission of material facts; Semantic confusion; Intra-attribute misleadingness; Inter-attribute misleadingness; Source based misleadingness. (Note: If there are sub-categories in the categories you select, it is sufficient to use one sub-category within each category.) Adopt a limit attitude in showing how these advertisements or labels deceive consumers.

**(50 x 2 Essays = 100 Marks)**