

# UNIVERSITY OF COLOMBO, SRI LANKA

## FACULTY OF MANAGEMENT AND FINANCE

### Bachelor of Business Administration (Semester VII) Examination - 2022

#### MKT 4238 – Strategic Marketing

Two (02) Hours

Answer **THREE (03)** questions in total selecting **QUESTION ONE (01)** and any other **TWO (02) questions**

**This is an open-book examination. The question paper consists of five questions printed on three pages.**

---

1. Read the following mini case about a decision-making situation a Sri Lankan business firm faces, and answer the questions given below. You should use your up-to-date knowledge of all aspects of the current business environment prevailing in the country in addition to the information provided in the case.

Assume that you are the Chief Marketing Officer (CMO) in a company that has been in the business of assembling motor vehicles in Sri Lanka based on mainly imported components. This company currently employs competent engineers who are qualified in automotive engineering and have obtained working experience in foreign automobile manufacturing firms. Automotive engineers are mechanical engineers who work behind the scenes to come up with ideas for new developments in motor vehicles and also possess the technology to improve the existing components. The company also has the ability to allocate sufficient funds for new business ventures.

The current fuel crisis prevailing in Sri Lanka has opened an opportunity to develop electric vehicles, and some firms are already experimenting with it. The generation of electrical power in the country is also expected to increase due to new projects to be started based on solar and wind.

According to the marketing research intelligence information, some other reputed local firm operating in the automobile business has already decided to introduce an electric car to the Sri Lankan market very soon.

- i. As the Chief Marketing Officer of your company, do you think it is advisable to launch a project to introduce an electric car at this moment? Comment.  
(10 marks)
  - ii. If you decide to start the project, explain what market-entry strategy you would recommend to your company. Justify your answer.  
(10 marks)
  - iii. When introducing the new electric car, what market-commitment strategy do you select? Justify.  
(10 marks)
  - iv. Describe your product-positioning strategy.  
(10 marks)
  - v. What will be your system-of-product strategy? Describe.  
(10 marks)
- (Total 50 Marks)**

2. 'Marketers use many pricing strategies to suit different market conditions.'

- i. What advantages do you observe in the price-leadership strategy? Explain.  
(07 marks)
  - ii. Explain what a price-flexibility strategy is.  
(06 marks)
  - iii. Describe the benefits of the skimming pricing strategy.  
(06 marks)
  - iv. Why do you apply penetration pricing, and what requirement should be there to be successful in penetration pricing strategy?  
(06 marks)
- (Total 25 Marks)**

3.
  - i. Do you think your marketing strategy must be customer-oriented or competitor oriented? Comment.  
(08 marks)
  - ii. Compare and contrast market-niche strategies and blue-ocean strategies.  
(08 marks)

- iii. If a market leader of some product asks for your advice in identifying suitable strategies for his business, how do you explain to him to select strategies, and what strategies do you suggest to protect his position?

(09 marks)

**(Total Marks 25)**

4. i. 'Promotion-expenditure strategy for a product in the growth stage of a product life cycle should be different from that for a product in the maturity stage.' Comment.

(13 marks)

- ii. What is a media-selection strategy? Explain the requirements that should be present for an effective media-selection strategy.

(12 marks)

**(Total 25 Marks)**

5. Answer any **FIVE (05)** of the following questions:

- i. Using appropriate numerical examples, describe Net Promoter Score and Customer Churn Rate.
- ii. Explain what the marketing strategy triangle is.
- iii. What do you mean by a business strategy?
- iv. Explain market penetration strategy and market development strategy, citing suitable examples.
- v. What is a sub-market? Explain with examples.
- vi. In what ways can you use contribution analysis in solving strategic marketing problems? Explain with numerical examples.

**(5 x 05 marks = Total 25 Marks)**