

UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration (Level-I Semester III) Examination-2017

MKT-1300 Marketing Management

Three (03) Hours

Answer Four (04) questions only

1. i. Changes in the marketing environment are a source of opportunities and threats to be managed. The process of continually acquiring information on events occurring outside the organization to identify and interpret potential trends is called environmental scanning.
- a. Identify the environmental forces (05 marks)
 - b. Discuss how technological changes can affect marketing. (10 marks)
 - c. Explain briefly two consumer protection law that practice in Sri Lanka. (10 marks)
- (Total 25 Marks)**
2. i. "Sociocultural influences, which evolves from a consumer's formal and informal relationships with other people, also exert a significant impact on consumer behavior". Identify the major sociocultural factors and explain how these factors can influence on consumer behavior. (20 marks)
- ii. Describe briefly the stages in the consumer purchase decision process. (05 marks)
- (Total 25 Marks)**

3. i. Explain what market segmentation is and briefly explain the criteria for successful segmentation. (10 marks)
- ii. Indicate the appropriate bases/ variables which might be used to segment the following consumer markets:
- a. Television
 - b. Books
 - c. Potato chips
 - d. Soft drinks
 - e. Restaurant
- (05 marks)
- iii. Define the concept of product positioning and product differentiation and describe the important bases for product differentiation. (10 marks)
- (Total 25 Marks)**
4. i. Identify the factors contributing to the success or failure of a new product or service. (04 marks)
- ii. Explain with appropriate examples the following two concepts for new product marketing
- a. Newness from the consumer's perspective.
 - b. Newness from the organization's perspective.
- (06 marks)
- iii. Explain briefly the steps to be followed in new product development process. (15 marks)
- (Total 25 Marks)**
5. i. State with examples the five criteria to be considered in order to select a good brand name. (05 marks)
- ii. Describe the role of packaging, labelling, and warranties in marketing of a product. (08 marks)
- iii. Describe briefly the stages of the product life cycle and how marketing strategies change during the product's life cycle. (12 marks)
- (Total 25 Marks)**

6. i. Identify two major social networks and explain how brand managers can integrate them into their organizations' marketing programs.

(10 marks)

ii. "Models of marketing communications concentrate on consumers' specific responses to communications. All these models assume that the buyer passes through cognitive, affective and behavioral stages, in that order".

Based on the above statement, identify and explain the communication objectives under the AIDA model, and Hierarchy-of-effects model.

(15 marks)

(Total 25 Marks)

7. Answer any **five (05)** of the followings:

- i. What do you mean by Brand Equity and discuss on competitive advantages of high brand equity.
- ii. Define marketing and identify the requirements for marketing to occur.
- iii. Explain concept of social responsibility
- iv. Identify and briefly describe three factors that influence ethical marketing behaviour.
- v. Describe Generation X and Generation Y.
- vi. State the objectives a firm has in setting prices and suggest two pricing strategies for achieving different objectives.
- vii. Describe the characteristics of Green Marketing.
- viii. Explain briefly the determinants of service quality.

(5X5 =25 Marks)