

UNIVERSITY OF COLOMBO-SRI LANKA

FACULTY OF ARTS

SECOND YEAR EXAMINATION IN ARTS -2017/2018

(End of Second Semester)

ECN 2217 - Marketing Theory and Practice

Time: 2 Hours

ANSWER ONLY FOUR (4) QUESTIONS INCLUDING QUESTION NO (1)

(Question Number One (1) is Compulsory)

Question No (1)

- a) What is meant by marketing?
(5 Marks)
- b) Differentiate between Marketing and Selling with the support of suitable examples
(8 Marks)
- c) "Wonder of Asia has become 'So Sri Lanka". Critically discuss.
(12 Marks)

Question No (2)

- a) What is meant by the Characteristics Affecting Consumer Behavior?
(6 Marks)
- b) Separately explain the following factors affecting consumer behavior with the support of suitable examples:
i). Cultural Factors
ii). Social Factors
iii). Personal Factors
iv). Psychological Factors
(12 Marks)
- b) How do you apply the Maslow's Hierarchy of Needs in marketing?
(7 Marks)

Question No (3)

- a) How do you recognize the importance of customer at the current business operation?
(7 Marks)
- b) What is meant by Customer Care?
(6 Marks)

c) Explain following customer types and discuss how do you manage such customers for successful business operation.

- i. Talkative Type Customer
- ii. Disbelieving and Suspicious Type Customer
- iii. Procrastinating Type Customer
- iv. Impulsive Type Customer
- v. Handicapped Type Customer
- vi. Something-for Nothing Type Customer

(12 Marks)

Question No (4)

a) What is meant by the Buyer Decision Process?

(5 Marks)

b) Explain the Stages of Buyer Decision Process with the use of suitable examples.

(10 Marks)

c) How do you apply the Push and Pull Factors in Buyer Decision Process for tourists' selection on Sri Lanka as a destination?

(10 Marks)

Question No (5)

a) Explain the major characteristics between a manager and a leader with support of suitable examples.

(15 Marks)

b) What are the biggest challenges facing leaders today?

(10 Marks)

Question No (6)

a) What is mean by Market Segmentation?

(5 Marks)

b) Why is it crucial in deciding the successful of business operation?

(8 Marks)

c) Explain four types of market segmentations with the assistance of suitable examples.

(12 Marks)
