



UNIVERSITY OF KELANIYA – SRI LANKA

Centre for Distance and Continuing Education

Faculty of Commerce & Management Studies

Bachelor of Commerce (Special) Degree Second Year Examination (External) – 2014
November - 2017

Year II

BCOM E2015- Marketing Management

No. of Questions : Six (06)
Answer five (05) questions only.

Time: 03 hours

Question Number 01

- a. Define the term “marketing”.
(04 marks)
- b. Value creation is the base of marketing concept. Explain.
(06 marks)
- c. Explain why the Marketing concept places a huge emphasis on value proposition
(10 marks)
(20 Total marks)

Question Number 02

- a. What is meant by Marketing Myopia?
(04 marks)
- b. Briefly explain the Marketing concepts related to Marketing Myopia.
(06 marks)
- c. Explain the disadvantages of “ Marketing Myopia”.
(10 marks)
(20 Total marks)

Question Number 03

- a. What is meant by marketing environment?
(04 marks)
- b. Categorize and explain the components in the marketing environment.
(06 marks)

- c. Explain why the marketer should have a good understanding of challenges in the marketing environment.

(10 marks)
(20 Total Marks)

Question number 04

- a. What is “Price”?

(04 marks)

- b. “Although the consumer purchasing was based on price factor in the past, today, the purchasing decision is made based on non- pricing factors as well” Explain this statement.

(06 marks)

- c. Build a logical relationship between Market Skimming Pricing and Niche Marketing?

(10 marks)
(20 Total Marks)

Question Number 05

- a. What is meant by product?

(04 marks)

- b. Explain how marketers use levels of product to gain competitive advantages in marketing.

(06 marks)

- c. “Generally, the marketing of industrial goods is based on market pull strategy while marketing of consumer goods is based on market push strategy”. Do you agree with this statement? Explain.

(10 marks)
(20 Total marks)

Question Number 06

Write short notes for following.

- I. Competitive advantage
- II. Market Penetration pricing
- III. Societal marketing concept
- IV. Internal marketing

(05 marks each)
(20 Total marks)