



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) – 2016

May 2022.

BCOM E2015 – Marketing Management

No. of questions: Five (05)

Time: 03 hours

Answer all questions.

- a). Briefly explain the main objective of marketing with a suitable example.
(04 Marks)
- b). To what extent does marketing emphasize anticipation of human requirement?
Explain your answer taking real world examples.
(06 Marks)
- c). Distinguish between marketing concept and selling concept with suitable examples.
(10 Marks)
- (Total 20 Marks)

Question No. 02

- a). Briefly explain the components of marketing information system.
(04 Marks)
- b). “At certain occasions, generating marketing information does not entail spending money”. Do you agree with this statement? Justify your answer with suitable examples.
(06 Marks)
- c). “Modern marketing information needs have been revolutionized with new technological offerings”. Evaluate the above statement against old methods of marketing information gathering.
(10 Marks)
- (Total 20 Marks)

Question No. 03

- a). Briefly explain levels of product with a suitable example. (04 Marks)
- b). Distinguish among types of consumer goods with practical examples. (06 Marks)
- c). “The number of partners involved in value chain process for a product corresponds to the levels of product”. Do you agree? Justify your answer with suitable examples. (10 Marks)
- (Total 20 Marks)

Question No. 04

- a). Briefly explain the new product pricing strategies with suitable examples. (04 Marks)
- b). “Reducing pricing for a product does not necessarily provide higher sales at all times” Do you agree with this statement? Explain your answer with suitable justifications. (06 Marks)
- c). “Companies do adopt various pricing strategies at different product lifecycle stages” Do you disagree with this statement? Justify your answer taking real world examples. (10 Marks)
- (Total 20 Marks)

Question No. 05

- a). “Companies do not always choose to serve the total market at all times” Briefly explain this statement with suitable examples from the real world. (04 Marks)
- b). “Based on various consumer behaviours, marketers adopt different marketing segmentation dimensions”. Evaluate this statement with appropriate justifications. (06 Marks)
- c). Assess a product line in the real world context FMCG category against BCG matrix. (10 Marks)
- (Total 20 Marks)