



# 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) – 2021

March 2024

#### BCOM E 2015 – Marketing Management

No. of questions: Four (04)

Time: 03 hours

Answer All questions.

#### Question No. 01

- a). Explain what is meant by marketing management with a practical example. (05 Marks)
  - b). Holistic marketing concept is the broadest of all the marketing concepts. Do you agree with this statement? Explain your answer setting practical examples. (08 Marks)
  - c). “Marketing concept in today’s world is beyond merely customer satisfaction.” Do you agree with the above statement? Give justification for your answer with practical examples. (12 Marks)
- (Total 25 Marks)**

#### Question No. 02

- a). Briefly describe what is meant by marketing mix. (05 Marks)
  - b). How can the elements of the marketing mix be used in gaining competitive advantages in the industry by a marketer? Explain your answer setting practical examples. (08 Marks)
  - c). Explain the role of environmental scanning by businesses in any industry when making a final decision on pricing a product. support your answer with practical examples. (12 Marks)
- (Total 25 Marks)**

**Question No. 03**

- a). Briefly explain components of the marketing information system with practical examples.  
(05 Marks)
- b). “Making future sales projections has been revolutionized by the intervention of Artificial Intelligence” Critically comment on this statement by setting examples.  
(08 Marks)
- c). Doing advertising has become convenient for entrepreneurs in the modern era and the cost of which has drastically decreased. Discuss this statement considering real-world examples.  
(12 Marks)  
**(Total 25 Marks)**

**Question No. 04**

- a). Briefly explain the concept of Pricing with an example.  
(05 Marks)
- b). “When setting a higher price for the product, the price should reflect the quality of the product.”  
To what extent do you agree or disagree with this statement? Support your answer with real-world examples.  
(08 Marks)
- c). Discuss the strategic implications of pricing with practical examples.  
(12 Marks)  
**(Total 25 Marks)**