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) – 2022

December 2024

BCOM E2015 – Marketing Management

No. of questions: Four (04)   Time: 03 hours

Answer All questions.

Question No. 01

a) Define marketing management with a suitable example.

(05 Marks)

b) "Marketing concept is broader than the selling concept" Do you agree with this statement? Explain your answer by setting practical examples.

(08 Marks)

c) "Why is it important to consider societal marketing concept in modern-day"

Give justification for your answer with practical examples.

(12 Marks)
(Total 25 Marks)

Question No. 02

a) Define marketing mix with practical examples.

(05 Marks)

b) How can the elements in the Marketing Mix be used by entrepreneurs to gain competitive advantages in the industry in which they are conducting business? Explain your answer by taking any industry of your choice.

(08 Marks)

c) Categorize product portfolio of a company against BCG Matrix and recommend strategic decisions to make as necessary for relevant products.

(12 Marks)
(Total 25 Marks)

Question No. 03

a) Briefly describe forces of marketing environment with suitable examples.

(05 Marks)

b) Explain how environmental scanning is important to develop a better marketing information system.

(08 Marks)

c) AI (Artificial Intelligence) has revolutionized the business models adopted by marketers in today's world. Critically evaluate this statement taking practical examples.

(12 Marks)

(Total 25 Marks)

Question No. 04

a) Briefly describe levels of product with practical examples

(05 Marks)

b) Discuss the relationship between levels of product and adoption of new products pricing strategies with suitable examples.

(08 Marks)

c) "Different promotional mix elements are adopted by marketers at various product life stages"

Do you agree with this statement? Explain your answer with practical examples.

(12 Marks)

(Total 25 Marks)