# 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) – 2023

April – 2025

**BCOM E 2015 - Marketing Management**

**No. of questions: Four (04)**

**Answer all questions.** **Time: 03 hours**

**Question No. 01**

Peter runs a medium-scale tyre manufacturing plant named **Julius tyres** in Greece, and his products follow the quality standards imposed by the European Commission, aiming to increase safety and the economic and environmental efficiency of road transport by promoting fuel-efficient, safe tyres with low noise levels. The new label also includes additional information for consumers indicating if a tyre is suitable for use in severe snow conditions or extreme ice conditions. Nonetheless, the company stealthily dumps the waste produced because it manufactures on bare lands in deserted east-end areas. The newly recruited assistant marketing manager is concerned that the fallout area of the dumping site could possibly create a health hazard for the public living close to the region in a matter of a few years, though not immediately.

a) Briefly explain the marketing management concept concerning the above scenario. (05 Marks)

b) Briefly explain the loopholes of the marketing management concept as against the above scenario.

(08 Marks)

c) Explain what changes you would have recommended if you had been the marketing manager for a public relations marketing campaign to promote Julius tyres in Europe.

(12 Marks)

**(Total 25 Marks)**

**Question No. 02**

Chaaminda is a local spice exporter who executes business activities in Europe and the USA. He sources spices from local farmers, which are organic at the source. He ensures that no animals are killed during production, from sourcing to exporting goods. The farmers are also bound to adhere to the protocols by Chaaminda and consequently are paid higher prices relative to the average price earned from the market. Chaaminda is a proud exporter, adding extra value to the supply chain partners in the business. He has acquired SLS and ISO certifications and an export certification from Control Union[1]. His packaging ingenuity has won awards at the Sri Lanka packaging award ceremony for the highest environmentally friendly packaging by an export company. The business was awarded the Most Valuable Export Brand of the Year, amounting to half a billion dollars in turnover. Although the company has a buy-back guarantee for any product failures, it has never faced such a situation since the company started its operations in 1970. The company is currently the market leader and the industry is showing promising growth despite its rivalry with other local spice exporters.

a). Explain the product levels in the above scenario.

(05 Marks)

b). Design an integrated marketing communication program for the business to re-launch it in the Asian region as well.

(08 Marks)

c). What is your assessment of the business' profit, (financial) social and environmental aspects?

(12 Marks)
**(Total 25 Marks)**

**Question No. 03**

a). Briefly explain what is meant by new product pricing strategy in marketing?

(05 Marks)

b). "Marketers use price adjustment strategies to face different market conditions of the product life cycle stages". Explain how they use price adjustment strategies to maximize market pricing benefits. Justify your answer with practical examples.

(08 Marks)

c). Setting the prices for the products is not merely generating income but also communicating and producing varying signals to customers. Elaborate on the role of communication regarding pricing for a product mix with practical examples.

(12 Marks)
**(Total 25 Marks)**

[1] Control Union Certifications offers tailored or pre-made certification programs for sustainable sourcing in many industries. With an extensive track record and presence in over 80 countries, it has expertise in certifications, inspections, laboratory services, pest control and risk management, providing peace of mind and trustworthy worldwide trade.

**Question No. 04**

Write short notes on the following.

a) Customer Relations management
b) Segmentation, targeting and positioning
c) Holistic marketing concept
d) Marketing information system
e) Primary activities in the Value chain

(05 Marks each)
**(Total 25 Marks)**