



**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) – 2024

May – 2026

**BCOM E 2015 - Marketing Management**

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

**Answer all questions.**

**Time: 03 hours**

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**Question No. 01**

Nimal is running a matrimonial service called Suhada Magala Sewaya, established in 1982 in Gampaha, Sri Lanka. He also provides horoscope reading services to his customers. He is renowned in Gampaha as a reliable matrimonial service provider, and customers from foreign countries are among his clients. According to him, over 95% of marriages related to matrimony have been successful. The rest of the marriages fell apart despite his recommendation to wait a couple of years before marriage. He has partnered with various stakeholders, such as community leaders in villages and other individuals who have a good sense of social bonds, to ensure a good service is provided. He ensures the service's trustworthiness by guaranteeing that, if a marriage arranged by him between partners goes wrong, all charges and fees paid to his matrimonial service will be refunded, provided a divorce certificate is produced to him after the marriage. His charges are customised to the customer's needs and remain relatively higher than industry rates for matrimonial services. In addition, he has partnered with two jewellery suppliers to have necklaces and rings worn to prevent dark energies that could harm customers and couples in matrimonial services.

- a) What is meant by the product in marketing management?  
(05 marks)
- b) Explain the levels of product in the above mini case scenario  
(08 marks)
- c) "The number of partners involved in the value chain process for a product corresponds to levels of product". What is your assessment of this statement in relation to above mini case scenario?

(12 marks)  
**(25 total marks)**

### Question No. 02

Gabriel is a 29-year-old Christian woman in Negombo who is passionate about modelling and fashion design. Her mother is running a medium-scale garment business in Batuwaththa, Ragama, Sri Lanka. However, Gabriel launched her own design store selling office wear to females. She has exclusive fashions, and no duplicates are found anywhere in town. The designs were unique, and they brought some dignity to whoever wore them, as Gabriel argues. She priced these garments lower because it was a new business launched in December 2025. However, there are many other competitors selling office wear in town, competing against whom is a tough task, as Gabriel says. However, Gabriel's outlet owner is demanding an additional 50% rent from 2026 June onwards.

a) Explain the new product pricing strategy in marketing management

(05 marks)

b) What is your assessment of Gabriel's pricing method adopted at the initial stage of the business?

(08 marks)

c) Imagine you as a consultant to small and medium-scale businesses in Sri Lanka and give recommendations to Gabriel to run her business successfully, given the industry characteristics.

(12 marks)

**(25 total marks)**

### Question No. 03

a) It is impossible for companies to serve the needs of the entire market" Do you agree or disagree with this statement? Briefly explain with examples.

(05 marks)

d) What significant changes do you observe in modern-day demographic variables that the marketers need to consider when making marketing-related decisions?

(08 marks)

e) Assess the fast moving consumer goods (FMCG) line of products from the real world against BCG Matrix.

(12 marks)

**(25 total marks)**

### Question No. 04

Write short notes on the following

- a) Geographic segmentation
- b) Price adjustment strategies
- c) Porter's generic strategies
- d) Societal marketing management concept
- e) Public relations

(05 marks each)

**(25 total marks)**