



**Bachelor of Commerce (Special) Degree Second Examination (External)- 2010
December 2011/ January 2012**

Faculty of Commerce and Management

BCOME 2015 – Marketing Management

No. of questions: Seven (07)

Time: 03 hours

Answer any five questions.

- (01) a). Distinguish between the selling concept and the marketing concept.
(04 Marks)
- b). By using your knowledge on marketing concepts describe the “Societal Marketing Concept”. Support your answer with practical examples.
(06 Marks)
- c). “Most of organizations in Sri Lanka are practicing the societal marketing concept.” Do you agree with this statement? Explain your answer with examples.
(10 Marks)
(Total Marks 20)
- (02) a). Explain major macro environmental forces that affect the organizational activities.
(04 Marks)
- b). Briefly describe the social and cultural environmental impact on fast food industry in Sri Lanka
(06 Marks)
- c). Describe how new digital revolution has an impact on marketing activities in an organization.
(10 Marks)
(Total Marks 20)
- (03) a). Identify and explain the effective segmentation criteria.
(04 Marks)
- b). With your knowledge on segmentation, explain how marketers segment their markets by using customer’s behaviour. Support your answer with practical examples.
(06 Marks)
- c). Briefly describe the positioning strategies and show how you can use these strategies to place the product in the minds of the consumers. Illustrate this with a practical example.
(10 Marks)
(Total Marks 20)

- (04) a). Describe the concept of Product life Cycle.
(04 Marks)
- b). With reference to a product of your choice, draw the product mix and briefly mention its important criteria.
(06 Marks)
- c). Identify and explain the strategies which should be adopted in the introductory stage of the product life cycle. Support your answer with examples.
(10 Marks)
(Total Marks 20)

- (05) a). Identify the pricing objectives of an organization.
(04 Marks)
- b). Explain the market skimming pricing and the market penetrating pricing.
(06 Marks)
- c). Identify the different types of pricing methods and justify one method in your opinion that is best suited to the hotel industry in Sri Lanka.
(10 Marks)
(Total 20 Marks)

- (06) a). Identify the communication mix tools which are used for effective marketing communication.
(04 Marks)
- b). By using your knowledge on sales promotion, explain the push and pull strategies with suitable examples.
(06 Marks)
- c). ABC Co. Ltd. has recently entered to the Sri Lankan mobile telecommunication industry and introduced several pre-paid and post-paid packages at fairly low prices. Assuming you are the Marketing Manager of ABC Co. Ltd and explain how you are going to create the level of awareness among your target consumers.
(10 Marks)
(Total 20 Marks)

- (07) a). Briefly explain the Ansoff Matrix.
(04Marks)
- b). Describe Michal Porter's generic strategies with relevant examples.
(06 Marks)
- c). "Allocating resources to the various Strategic Business Units (SBU) is a critical activity of a company". Explain the above statement by considering different resource allocation methods to SBUs.
(10 Marks)
(Total 20 Marks)