



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) – 2015

March/ April 2021

(New/Old Syllabus)

BCOM E 2015 – Marketing Management

No. of questions: Five (05)

Time: 03 hours

Answer all questions.

Question No. 01

- a). Describe the different marketing philosophies?
(04 Marks)
 - b). “Societal marketing concept is more sustainable than marketing concept”. Do you agree with this statement? Explain with examples.
(06 Marks)
 - c). Illustrate the importance of Marketing Information System (MKIS) for the development of the mobile service providers in Sri Lanka.
(10 Marks)
- (Total 20 Marks)**

Question No. 02

- a). What is meant by service marketing?
(04 Marks)
 - b). Explain the role of marketing information system in customer relationship management.
(06 Marks)
 - c). Complexity or the number of intermediaries involved in value chain is dependent upon level of products on offer by any company”
Do you agree with this statement? Justify your answer with practical examples.
(10 Marks)
- (Total 20 Marks)**

Question No. 03

- a). Define marketing communication mix. (04 Marks)
- b). Explain the appeals in message content of advertising with practical examples. (06 Marks)
- c). "Different promotional mix activities are conducted at different stages of product life cycle" Do you agree with this statement? Explain with practical examples. (10 Marks)
- (Total 20 Marks)**

Question No. 04

- a). What are the dimensions of market segmentation? (04 Marks)
- b). By using suitable examples, explain how marketers are competent in segmenting markets by using psychographic segmentation base. (06 Marks)
- c). Describe the impact of marketing environmental factors on entertainment industry in Sri Lanka. Support your answer with suitable examples. (10 Marks)
- (Total 20 Marks)**

Question No. 05

- a). Briefly explain the concept of Price. (04 Marks)
- b). Briefly explain the types of pricing strategies with relevant examples. (06 Marks)
- c). Explain five (05) types of 'Product-mix Pricing Strategies' with real world examples. (10 Marks)
- (Total 20 Marks)**