



University of Kelaniya – Sri Lanka

*Centre for Distance and Continuing Education*

Faculty of Commerce and Management Studies

Bachelor of Business Management (General) Second Year Examination (External) – 2015

April/ May – 2021

**BMGT E2015 – Marketing Management**

Number of questions: Six (06)

Time: Three (03) Hours

Question No.01 is compulsory.

Select any other three (03) questions to answer.

- 01) a) **“Marketing is one of the most crucial functions in an organization.”** Briefly describe how the marketing management can be important for organizations. (05 marks)
- b) The impact of marketing environment is very high if the internal and external marketing environments cannot be managed well. Do you agree with this statement? Rationalize your answer by highlighting the internal and external marketing behavior. (10 marks)
- c) What are the importance of analyzing the market before introducing a new product or new service to the market? (10 marks)

- d) Assume that you have been selected as the marketing manager in a newly opened organization which sells garments. There, the organization collects garments from different manufacturers and sell it to different regions. The organization is currently promoting its' brand name through advertising and public relations. Yet, the brand name is not popular as expected. Therefore, the organization has decided to introduce different brand names for different regions. Do you think that the marketing manager should go for different pricing strategies for different regions? Rationalize your answer by supporting pricing objectives and pricing strategies.

(15 Marks)

**(Total 40 marks)**

- 02) a) Briefly elaborate the below mentioned concepts accompanied with an appropriate example

a) Segmentation (02 marks)

b) Targeting (02 marks)

C) Positioning (02 marks)

- b) New product development is highly essential to keep customers attracted. Explain the steps of a new product development.

(14 marks)

**(Total 20 marks)**

- 03) a) Draw the product life cycle and explain the stages of a product life cycle.

(10 marks)

- b) When analyzing the product life cycle, it is clear that in some stages promotional campaigns are aggressive. Yet, the organizations must critically evaluate the necessity of promotional campaigns in different circumstances in different stages. Do you agree? Rationalize your answer supporting an example.

(10 marks)

**(Total 20 marks)**

- 04) a) Draw and explain the distribution chain from manufacturer to the customer.  
(05 marks)
- b) Do you think that the promotional strategies are mandatory to promote the products/services. Justify your answer by delineating the promotional mix and the advantages of each strategy.  
(15 marks)
- (Total 20 marks)**

- 05) a) What is a business market? Briefly explain by supporting a suitable example.  
(04 marks)
- b) Explain the below mentioned factors that affect in buying decision of the business customers in the business market. Rationalize your answer by delineating the sub factors of each factor.
- i. Environmental factors
  - ii. Inter-personnel factors
  - iii. Personnel factors
  - iv. Organizational factors
- (4 x 4 marks= 16 marks)
- (Total 20 marks)**

- 6) Write an essay on **“Managing total market effort is a critical procedure in every organization”**.  
(20 marks)

