



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) – 2019

May – 2023

BMGT E2015 – Marketing Management

No. of Questions: Eight (08)

Time: 03 hours

Answer any **five (05)** questions.

Question No. 01

- a) Define the term "Marketing Management".
(05 Marks)
- b) Distinguish the terms "Marketing" and "Markets".
(05 Marks)
- c) Why does an entrepreneur should learn about the concepts of 'marketing management'?
Explain
(10 Marks)

(Total 20 Marks)

Question No. 02

"The marketing environment encompasses external and internal factors that impact a company's marketing activities and influence various aspects of its business. It plays a vital role in shaping a business's major marketing decisions, with unique characteristics for each organization. "

Consider a company which is planning to sell electric cars into Sri Lankan market,

- a) Identify and explain the marketing environment for this company? (In your answer, you should mention about social forces, technological forces, political forces, competitive forces, legal and regulatory forces, internal factors and economic forces for the product of this company)

(Total 20 Marks)

Question No. 03

Smart Phone Market is highly competitive. Assume you are in charge of launching newly develop "SAMZUNG" Smart phone into the Sri Lankan Market. Prepare a SWOT analysis for this product using below give structure.

SWOT Analysis	Definition	Examples
Strengths		1. 2. 3. 4.
Weaknesses		1. 2. 3. 4.
Opportunities		1. 2. 3. 4.
Threats		1. 2. 3. 4.

(Total 20 Marks)

Question No. 04

Jin Company sells cosmetic products called lime. The company is not experiencing significant profits or losses from this product. However, the company does not adhere to the marketing concept and shows little concern for changes in its target market's preferences. Recently, Mr Nipuna, a graduate who joined the company, advised on the importance of adapting to evolving consumer preferences and implementing necessary changes to the Lime product.

a) List down five (05) factors relating to consumer preference, and explain how these factors shape consumer behaviour of this product
(10 Marks)

b) Introduce a set of marketing strategies to increase the sales of this product.
(10 Marks)

(Total 20 Marks)

Question No. 05

"Companies cannot connect with all customers in large, broad, or diverse markets."

Phillip Kotler

a) What is the concept this statement discussing about? Name the concept and briefly explain.
(05 Marks)

b) Do you agree with this statement? Justify with real market examples (you have to use a minimum of three (03) real market examples.
(15 Marks)

(Total 20 Marks)

Question No. 06

a) Explain the four (04) stages of product life cycle.
(10 Marks)

- b) 'The Growth stage is marked by a rapid climb in sales'.
Assume that you are the Brand Manager of the "X" product of PLC company and the product is passing the development stage. Prepare a marketing strategy statement for "X" brand.

(10 Marks)

(Total 20 Marks)

Question No. 07

Blind and Light is a company aiming to offer elder care services throughout the Colombo region, catering to elderly individuals requiring support and assistance in their daily activities. The company plans to provide three (03) service packages.

- (a) Suggest three (03) service packages for this company
- (b) What challenges does the company face in developing the new service for the customers in the Colombo region? Explain

(06 Marks)

(14 Marks)

(Total 20 Marks)

Question No. 08

- a) Define the term 'Product Differentiation'?
- b) Explain the relationship between product differentiation and product branding?

(05 Marks)

(15 Marks)

(Total 20 Marks)