



University of Kelaniya – Sri Lanka
Centre for Distance and Continuing Education
Faculty of Commerce and Management Studies

Bachelor of Business Management (General) Degree Second Year Examination (External) – 2016
September – 2022

BMGT E2015 – Marketing Management

No. of Questions: Five (05)

Time: 03 hours

Answer four (04) questions only.

Question number **One (01)** is **compulsory** and answer **any other three (03)** questions.

Question No. 01

L B Niyon started the company as a shoe store but grew it into a tyre manufacturing and selling company over time. Niyon has always believed in the importance of providing the best customer service possible in addition to top-of-the-line, high-quality merchandise. One of the most well-known stories about this store in 1996 is about a customer who came into a Niyon store and wanted to return a set of tires purchased from the company. Although Niyon has never accepted returned tires, they accepted the return and immediately credited the customer's account. This is the customer service policy that has been in place since the beginning. However, Niyon has recently noticed an increase in the number of customer returns, which has become a problem.

Assume you are the marketing and sales manager for the company, and you are in charge of conducting a marketing research to determine why customers return their products.

Accordingly, you are required to.

1. Identify the research problem (05 Marks)
 2. List down three (03) research objectives (05 Marks)
 3. Develop the research plan briefly by addressing the following key elements
 - Deliverable outcomes
 - Sample Plan (Population, Sample unit, Sample size, Sample selection method)
 - Timeline
 - Budget
 - Ethical and further considerations(10 Marks)
 4. Specify the data collection method you intend to use and justify your selection. (05 Marks)
- (Total = 25 Marks)**

Question No. 02

Consumers' environmental concerns are real. As a result, one of the marketing research findings reveals the percentage of Sri Lankan youth who believe global warming will pose a serious threat during their lifetime has increased from 10 percent in 1998 to 30 percent in 2018. This research further found that almost one-third of Sri Lankan men and women plan to go for eco-friendly products within next ten years. Based on this research information, suppose you are planning to develop a new eco-friendly product for the Sri Lankan consumer market as a marketer. Accordingly.

- (a) Propose a new eco-friendly product (05 Marks)
 - (b) Prepare a SWOT Analysis to assess your product before you decide on any new marketing strategy. (20 Marks)
- (Total = 25 Marks)**

Question No. 03

"Quality customer service really makes the company profitable" Do you agree with this statement? Justify your answer by selecting any two companies from the Sri Lankan market.

(25 Marks)

(Total = 25 Marks)

Question No. 04

Suppose you are planning to start your own business to sell a herbal product as a medicine. This herbal product is ideal for people suffering from cough and flu.

(a) List down two (02) market segmentations for these herbal medicine product? Justify your answer.

(05 Marks)

(b) Selected market segments to be useful, these must be "measurable, substantial, accessible, differentiable, and actionable". Explain how these criteria apply to the two market segments you identified above. Use the format below to explain your answer.

Criterion	Definition	Apply the criterion to the first market segment	Apply the criterion to the second market segment
1. Measurable:			
2. Substantial :			
3. Accessible :			
4. Differentiable :			
5. Actionable :			

(20 Marks)

(Total = 25 Marks)

Question No. 05

(a) Explain the stages of a product life cycle with examples

(08 Marks)

(b) Ransiri entered the bakery business five years ago, and by the end of 2019, he had amassed a substantial sales volume and profit. However, due to the unanticipated outbreak of COVID-19 in the early 2020s, the rate of sales growth slowed in 2020 compared to the previous year. According to statistics, the bakery reported average profits and sales when it first opened for business. During the first half of 2022, Ransiri observed that he was experiencing a significant sales decline. Ransiri believes that the country's economic situation is a factor in this.

i) Draw a product life cycle for Ransiri bakery product.

(02 Marks)

ii) List down and briefly explain five (05) marketing strategies you can suggest to run the Ransiri's business.

(15 Marks)

(Total = 25 Marks)

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