



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) – 2023

April – 2025

BMGTE 2015 – Marketing Management

No. of Questions : Six (06)

Time: 03 hours

Question number One (01) is compulsory

Answer five questions including Question No. 01.

Question No. 01

Base the following case in answering the questions.

CCPK Company (Pvt) Ltd is manufacturing cosmetics items. The company runs locally with a high reputation and popularity. The customers are scattered all over the country, and each product item bears a different brand name. The product items are lipsticks, lip balms, eyeliners, mascaras, eye shadows, lip liners, foundational creams and sun creams. There is a high demand for different scented sun creams and lip balms.

Hence the company has decided to move ahead with different marketing strategies to up whelm the demand for every product. The company is a large-scale business which aggressively competes with international cosmetics product items and brands. The company decides to sharpen their 4 Ps (Price, Place, Promotion and Product) in competing for the market.

The company has decided to drive with a cheerful marketing mix which can achieve higher profit margins as the prime goal.

- a) What is the consumer behavior towards the product items, sun creams and lip balms?
(05 marks)
- b) Why does the company need to look into its marketing mix in achieving higher profits?
(05 marks)
- c) Develop a proper sequential marketing mix strategized plan to all the product items of CCPK Company in depicting the pathway to achieve its goals.

(10 marks)

(Total 20 Marks)

Question No 02

- a) Define marketing management and explain its significance in today's competitive business environment.
(04 marks)
- b) Differentiate digital marketing from traditional marketing in terms of cost, efficiency, and effectiveness.
(06 marks)
- c) Discuss the consumer decision-making process and explain how marketers can influence each stage.

(10 marks)

(Total 20 Marks)

Question No 03

- a) A retail business is facing declining sales. Conduct a SWOT analysis and suggest marketing strategies to improve its performance.
(10 marks)
- b) Explain what customer relationship management (CRM) is and how it contributes to business success.

(10 marks)

(Total 20 Marks)

Question No. 04

- a) Define the term “Service” and the “Characteristics of a Service” using suitable examples.
(10 marks)
- b) What are the 03 Types of customer worries? Discuss.
(06 marks)
- c) What strategies can companies use to improve service quality? Briefly explain.
(04 marks)
- (Total 20 Marks)**

Question No. 05

- a) What are the main stages in new product development process? Explain.
(10 marks)
- b) Discuss about the challenges companies face when developing new product ideas.
(06 marks)
- c) Explain two (02) strategies that we can use to protect current market share.
(04 marks)
- (Total 20 Marks)**

Question No. 06

- a. Select any (04) topics and create short notes.
- i). New Product Development Process
 - ii). Ways of finding new product ideas
 - iii). Trends in Marketing Practices
 - iv). Corporate Social Marketing
 - v). Types of Marketing control
 - vi). Holistic Marketing
 - vii). Value Chain

(4 x 5 = 20 Marks)