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) – 2024

June – 2026

BMGTE 2015 – Marketing Management

No. of Questions : Eight (08) Time: 03 hours

Question number One (01) is compulsory

Answer five (05) questions including Question No. 01.

Question No. 01

SereniTEA is a new brand of organic tea founded by two entrepreneurs in Colombo, Sri Lanka. The company sources single-origin, hand-picked tea leaves from certified organic smallholder farms in the Nuwara Eliya region. Unlike mass-market tea brands, SereniTEA offers limited-edition harvests, biodynamic growing methods, and full traceability via QR codes on each package.

SereniTEA's Objectives

Within 18 months of launch, the founders want to:

- Achieve a 5% market share in the premium organic tea segment in Sri Lanka's metro area.
- Establish a repeat-purchase rate of 30% among first-time buyers.
- Break even by month 14.

Initial Decisions taken are;

The brand will launch with three SKUs (Stock keeping units):

- *Morning Clarity* (black tea with gotu kola)
- *Midday Calm* (green tea with chamomile)
- *Night Restore* (rooibos-based caffeine-free blend)

All are packaged in compostable pyramid sachets inside a recyclable cardboard tube. The suggested retail price (SRP) is LKR 2,490 for 15 sachets (approx. USD 8.50), which is 40% higher than the nearest premium competitor.

(a) Identify and explain the Product, Price, Place, and Promotion elements from the SereniTEA case study.

(10 Marks)

(b) Analyze how each P in the marketing mix supports in achieving SereniTEA's objectives.

(10 Marks)

(c) A company launching a premium organic tea brand intends to position itself as a high-quality product. Analyze how SereniTEA's product and pricing strategies support its premium positioning.

(10 Marks)

(d) Evaluate the importance of promotion and distribution decisions in ensuring the success of a new product in a competitive market. Your answer must be specifically connected to SereniTEA's objectives of achieving 5% market share, a 30% repeat purchase rate, and break-even by month 14.

(10 Marks)

(Total 40 Marks)

Question No 02

FreshLife Pvt. Ltd., a company producing healthy snacks, has observed a decline in sales despite increasing consumer interest in healthy lifestyles. The company faces rising competition from international brands, changing consumer preferences, and increasing government regulations regarding food labeling.

(a) Using examples from the case, analyze how micro and macro environmental factors may influence the marketing decisions of FreshLife Pvt. Ltd.

(07 Marks)

(b) Explain the stages of consumer decision-making process briefly and then link them to healthy snack customers of FreshLife

(08 Marks)

(Total 15 Marks)

Question No. 03

TechNova Ltd. plans to introduce a smart wearable device targeting university students and young professionals. Before launching the product, the company wishes to understand the stages involved in developing a successful product and the challenges associated with commercialization.

(a) Using the case study, explain the importance of idea screening, concept testing, and test marketing in reducing product failure.

(07 Marks)

(b) Evaluate four factors that determine success or failure of the smart wearable device.

(08 Marks)

(Total 15 Marks)

Question No 04

Glow Beauty, a local cosmetics company, has recently expanded its product range. Market research indicates that customers are heavily influenced by social media reviews, influencer recommendations, and online shopping convenience when purchasing beauty products.

(a) Using the Glow Beauty case, discuss how cultural, social, personal and psychological factors influence beauty product buying behaviour.`

(07 Marks)

(b) Recommend an integrated marketing strategy for Glow Beauty covering product, pricing, promotion, and distribution decisions. Justify your recommendations.

(08 Marks)

(Total 15 Marks)

Question No.05

(a) Services have four unique characteristics that make them different from physical products. Briefly explain what each of these four characteristics mean and provide real-world example for each showing how a service providing business manages customer satisfaction.

(07 Marks)

(b) When a customer walks away unhappy with a service, it is usually because there is a "gap" between what they expected and what they received. Using Kotler's Service Quality Gap Model, identify and explain **two (02)** service quality gaps that commonly cause service failure, and for each gap suggest a specific employee training action to fix them.

(08 Marks)

(Total 15 Marks)

Question No.06

(a) A company cannot satisfy everyone in a market, so it must divide the market into groups. Define the four major bases for segmenting consumer markets. Give an example of a target customer profile for an eco-friendly clothing brand using these bases.

(07 Marks)

(b) Briefly explain Kotler's four competitive positions in the market. Select one position and explain two strategies a company may use to compete successfully.

(08 Marks)

(Total 15 Marks)

Question No.07

(a) Companies use strategic planning to figure out how to grow their business over time. Explain the Ansoff Product-Market Growth Matrix and give one example for each growth strategy.

(07 Marks)

(b) Every product goes through a series of stages from its introduction to the market until its decline. Explain the **Product Life Cycle (PLC)** and describe one marketing strategy a company should adopt at each stage

(08 Marks)

(Total 15 Marks)

Question No.08

(a) Identify and explain the four main pillars of Holistic Marketing using real-world examples from one selected company.

(08 Marks)

(b) Imagine you are the marketing manager for a company that wants to launch a new smartphone app for fitness tracking. Using Kotler's **Marketing Research Process**, outline the major steps of it and briefly apply each step to the fitness app.

(07 Marks)

(Total 15 Marks)