



University of Kelaniya - Sri Lanka

Centre for Open and Distance Learning



Bachelor of Business Management (General) Degree
Second Examination (External) - 2007

BMGT E 2015 – Marketing Management

No. of Questions: 07

Time: 03 hours

Answer five (05) questions only.

- (01) (a) Define the term “marketing.” Discuss the scope and appropriateness of marketing function in satisfying human needs and wants by giving suitable examples. (08 marks)
- (b) Distinguish between Holistic Marketing Concept and Marketing Concept. (06 marks)
- (c) “Marketing research is the key to the success of a company” Discuss briefly the steps of marketing research process. (06 marks)
(Total 20 marks)
- (02) (a) Explain how consumer market can be segmented on the basis of the demographic variables. (04 marks)
- (b) Athula wants to purchase a DVD player. He collects data of different DVD players in the market. Finally he has selected four types of DVD players manufactured under different brand names. He considers the quality, price and the technology in making his buying decision. Explain and evaluate Athula’s purchasing decision process of selecting a DVD player. (08 marks)
- (c) Briefly describe the concept of market positioning. What is the positioning of.
(i) Maruti Suzuki Motor car
(ii) National TV
(iii) Diva washing power (08 marks)
(Total 20 marks)

- (03) (a) Discuss with suitable examples the marketing strategies that may be used at the introductory and maturity stages of the product life cycle.
(08 marks)
- (b) Discuss briefly the various stages of a new product development process by taking the example of an electric car as a new product concept.
(12 marks)
(Total 20 marks)
- (04) (a) "A product is anything that can be offered to a market to satisfy a want or a need. In planning a product, the marketer needs to think through five levels of the product." Name and explain the five levels of the product by taking an example.
(10 marks)
- (b) "Consumers buy brands not products." Discuss the importance of branding in the light of the above statement with suitable examples of your choice.
(05 marks)
- (c) "Many physical products have to be packaged and labeled and well designed packages can create convenience for consumers and promotional value for producers". Do you agree with this statement. Give reasons.
(05 marks)
(Total 20 marks)
- (05) (a) Explain in brief the various price – setting methods used by marketers in pricing their products.
(12 marks)
- (b) Name and explain the components of 3C'S model used by marketers in setting prices for the products.
(08 marks)
(Total 20 marks)
- (06) (a) You are a marketing manager of a medium sized manufacturing company. The president of the company has just made the following statement. "The distribution activity is not a concern of the marketing department. The function of the marketing department is to sell the product. Let the rest of the company handle production and distribution.

Discuss whether you agree or disagree with the statement and justify your answer.
(06 marks)
- (b) In an environment that's getting increasingly competitive, channel members greatly are influencing consumer buying decisions. Explain.
(06 marks)
- (c) Explain in brief the basic distribution channels that could be used in distributing consumer products.
(08 marks)
(Total 20 marks)

- (07) (a) Discuss with suitable examples the main objectives of advertising.
(06 marks)
- (b) Explain the followings by giving examples.
(i) Message content
(ii) Message structure
(iii) Message source.
(06 marks)
- (c) What are the various methods followed by a marketer in establishing the total marketing communication budget.
(08 marks)
(Total 20 marks)