



University of Kelaniya - Sri Lanka
Centre for Open and Distance Learning

Faculty of Commerce and Management Studies
Bachelor of Business Management (General) Degree



Year II Examination (External) – 2008

BMGT E 2015/ BMGT 23015 – Marketing Management

No of questions – 7

Time: 03 Hours

Answer any five (5) questions

1. (1) Define the term “Marketing” (05 marks)
(11) Using appropriate examples discuss the significance of concepts of “Exchange”, “Satisfaction” and “Value” (15 marks)
(Total 20 marks)
2. (1) Using suitable examples explain the concept of ‘social marketing’. (10 marks)
(11) Compare and contrast the use of societal marketing concept in marketing commercial goods and services. (10 marks)
(Total 20 marks)
3. (1) Define "market segmentation" and briefly describe the demographic, psychographic and behavioral bases for segmenting markets. (10 marks)
(11) Explain how each of these bases that you have described above can be used to segment the market for cars. (10 marks)
(Total 20 marks)
4. (1) Identify and describe the personal characteristics that can influence buyers’ purchasing decisions (10 marks)
(11) What problems can marketers encounter when they consider personal characteristics when designing the elements of the marketing mix? Discuss (10 marks)
(Total 20 marks)
5. (1) Briefly describe any two of the following models.
(a) Ansoff Matrix
(b) AIDA Model
(c) BCG Matrix (10 marks)

- (11) If consumers have different tastes and are willing to pay different prices for the same good or service, why do many firms still charge a single price for so many goods and services? Discuss

(10 marks)

(Total 20 marks)

6. (1) Define the term 'promotion budget'

(10 marks)

- (11) Describe the commonly used methods of setting the promotion budget and discuss the strengths and weaknesses of each of these methods.

(10 marks)

(Total 20 marks)

7. Assume you are a manager of a firm which is about to launch a MP3 player under a new brand name. This is the first time that MP3 players will be introduced to the market. There are no direct competitors but however there are firms selling CD players.

Identify the elements of the promotion mix that you are going to & implement in launching the new product. Give reasons for using each of the elements.

(Total 20 marks)