



University of Kelaniya – Sri Lanka
External Examinations Branch
Faculty of Commerce and Management
Bachelor of Business Management (General) Degree Second Examination
(External) 2010

January 2012

BMGT E 2015 – Marketing Management

No of questions – 07

Time: 03 Hours

Instructions :

- You are required to answer **all the questions** stated in Part one & Part two and any four (04) questions selected from part three.
- Answer the questions stated in part one on this question paper itself and annex it to the answer script applicable for part two and part three and both papers should be handed over.

Part I

(01)

(01) Which of the following best defines marketing?

- a) maximization of company sales.
- b) improving the market share of organizations.
- c) matching the resources of organizations with identified customer needs.
- d) using profitability of buyer - owner relationship.

(02) In Ansoff's matrix what is the most risky strategy for an organization?

- a) product/ service development.
- b) market penetration
- c) exporting
- d) diversification.

(03) During the history of marketing, when did the period of production concept end?

- a) In the late 1800'S.
- b) In the late 1900'S
- c) In the 1920'S
- d) After the end of second world war

- (04) A marketing philosophy summarized by the phrase "a good product will sell itself" was the characteristic of the period,
- a) Production
 - b) Sales
 - c) Marketing
 - d) Market
- (05) Competing Marketing philosophies strongly influence the role of marketing and marketing activities within an organization. Which of the following is not a marketing management philosophy?
- a) Customer orientation
 - b) Profitability orientation
 - c) Marketing orientation
 - d) Competitor orientation
- (06) The process of collecting information about the external marketing environment is;
- a) Environmental management
 - b) Environmental scanning
 - c) Marketing management
 - d) Marketing research
- (07) When looking at consumer income marketers are highly interested in;
- a) Discretionary income
 - b) Deferred income
 - c) Inflationary income
 - d) Disposable income
- (08) New technology resulted in new goods and services, and it also can;
- a) Lower the quality of existing products.
 - b) Lower the available level of customer service
 - c) Reduce prices through new production and distribution methods.
 - d) Bring back obsolete products to the market.
- (09) Toyota's hybrid vehicles are examples of technological products inspired by;
- a) Style considerations in the Japanese automobile industry.
 - b) Social pressure to develop more fuel - efficient vehicles with fewer dangerous emissions.
 - c) The desire of many engineers to simply make interesting products.
 - d) As a technological need of Japanese society.

- (10) Consumer behaviour is a term that refers to;
- a) Organizational and institutional buying behaviour.
 - b) Organizational and consumer buying behaviour.
 - c) Commercial and consumer buying behaviour.
 - d) Individual and /or household buying behaviour.
- (11) Which of the following can be described as an affective mental state?
- a) Attitudes
 - b) Opinions
 - c) Values
 - d) Perception
- (12) The process of anticipating future conditions and determining the best way to achieve organizational objectives is known as;
- a) Researching
 - b) Planning
 - c) Controlling
 - d) Managing
- (13) The strategic marketing planning process begins with;
- a) The writing of the mission statement.
 - b) The establishment of organizational objectives.
 - c) The formulation of a marketing plan
 - d) The implementation of marketing strategy.
- (14) An example of a "threat" to a firm discovered by a SWOT analysis might be;
- a) Cost advantages present because of advanced technology.
 - b) The chance to acquire firms with needed technology.
 - c) Likely entry of new competitors in the industry.
 - d) Too narrow a product line for the firm.
- (15) The work of an International markets is mainly concerned with;
- a) establishing global brands.
 - b) translating product instructions.
 - c) adapting a marketing mix to enter a market in another country.
 - d) transferring a marketing mix to enter a market in another country.

- (16) is a human activity that produces original ideas or knowledge to produce unique results.
- a) Critical thinking.
 - b) Risk taking.
 - c) Innovations.
 - d) Creativity.
- (17) Which of the following is a strategic marketing planning tool?
- a) BCG matrix.
 - b) The consumer behaviour model.
 - c) Business opportunities matrix.
 - d) Market sheet Analysis.
- (18) Which one is the country that will host 2018 Commonwealth games.
- a) Austria.
 - b) Canda.
 - c) Sri Lanka.
 - d) India.
- (19) "Google is the most widely used web-based search engine in the world". Who are the founders of Google search engine?
- a) Sergey Brin & Stere Jobs.
 - b) Sergey Brin & Larry page.
 - c) Streve Jobs & Steve Wozniak.
 - d) Sergey Brin and Steve Wozniak.
- (20) The SAARC countries leaders congress was held in.
- a) Sri Lanka
 - b) India.
 - c) Nepal.
 - d) Moldives.

(Total 20 marks)

(21) What is the difference between creativity & critical thinking.

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(02 marks)

(22) Distinguish between an organisation's mission and it's objectives.

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(02 marks)

(23) Identify the four(04) quadrants in the BCG matrix.

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(02 marks)

(24) Identify four (04) dimensions of social responsibilities.

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(02 marks)

(25) State objectives of promotion.

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(02 marks)

(Total 10 marks)

Part II

- (01) (a) Laila tea is one of the renowned tea Brands in Worldwide. Mother company of Laila tea is located in Sri Lanka. Currently the company has about 500 Retail stores worldwide and company intends to increase that number to 800 within next few years. CEO shalani says that "We are building the brand of Laila tea worldwide not a fad". The Laila brand includes it's special flavors to it's logo and one of the most famous product images in worldwide.

Part of the company's strategy is to target all tea lovers around the world. Australia's tea drinkers already think that Laila is something new and tasty but one of the news paper editors in Italy says" Laila is a testy tea brand but they are somewhat old". However Laial company sells and distributes small size tea packets to the Asian Market for individuals and house hold users.

Scouting the right locations for international stores is also a part of Laila's Planning. However, Japanese customers do not like Laila tea since it has a strange taste and that they don't like different taste.

But Laila's marketing executives have talked with world-class restaurant managers worldwide to form tea export agreements. On the other hand Marketing environment is always uncertain. Laila company's research center has identified that one of the tea brands called Leena might be attacked 20% of market share of Laila within next 5 years. Growth is not easy and Laila will have to persevere in an uncertain marketing environment around the world. The company has been caught in political turmoil as well and Laila stores in Dubai was forced to close because of the conflict in between employees and the management.

However Laila tea counts more than 150 years history for selling tea world wids.

I Identify SWOT factors of Laila tea.

(06 marks)

II What are the strategies that Laila can use to compete with Leena tea.

(04 marks)

(Total 10 marks)

Part III

- (01) (a) What do you mean by Marketing Planning. (03 marks)
- (b) Distinguish between strategic planning and tactical planning. (04 marks)
- (c) Suppose you are a Marketing Manager for a large Sri Lankan toy manufacturing company. Top management of the company has determined that growth overseas is an essential objective. Main overseas buyers are India and U.K. How does social - cultural environment of each country may affect your firm's marketing strategy. (08 marks)
(Total 15 marks)
- (02) (a) Explain the difference between probability and non-probability sampling. (03 marks)
- (b) Name four (04) secondary data sources which can identify within the Sri Lanka. (04 marks)
- (c) Assume you are responsible for launching a new family of skincare products for teens, with separate product lines of males and females. Assume that you have decided to collect primary data before preparing your marketing campaign. Then you have to divide your research assistants into two groups; as A and B. Then you advise Group A to use focus group and group B to use online questions.
I. What are pros and cons of each method to fulfill this purpose (08 marks)
(Total 15 marks)
- (03) (a) Briefly explain the term "consumer buying behaviour"? (04 marks)
- (b) "Various factors affect consumer buying behaviour. Out of various factors; Psychological factors could be a main influencer."
Do you agree with the above statement? Briefly explain. (05 marks)
- (c) Ranil is an executive officer of a government organization. He will be entitled to buy a permit vehicle in the next year. So he intends to buy a Hybrid vehicle for the vehicle permit.
If you are the person called Anil, how would you buy a Hybrid vehicle by passing the various stages of consumer buying behavior. Explain with examples? (06 marks)
(Total 15 marks)

- (04) (a) Distinguish between a consumer products & business products?
(03 marks)
- (b) "Market segmentation is the process of dividing a total market in to several homogeneous groups".
Identify four (04) criterias for effective segmentation.
(06 marks)
- (c) Why a marketer is interested in understanding the stages in a person's family life cycle when developing a segmentation strategy? Discuss.
(06 marks)
- (Total 15 marks)

(05) Write short notes on any three (03) topics of the following.

- (a) Porter's five forces model
- (b) Ethical issues in marketing
- (c) E-Marketing
- (d) Customer Relationship Management. (CRM)

(3 x 5 = 15)