



UNIVERSITY OF KELANIYA - SRI LANKA

Centre for Distance & Continuing Education

Faculty of Commerce & Management Studies

Bachelor of Business Management (General) Degree Second Examination (External) -2013

January - 2017

BMGT E2015 - Marketing Management

No. of Questions: 06

Time:03 hours

Answer any five (05) questions.

01) Briefly Explain the following topics.

(a) AIDA Model

(10 marks)

(b) Value chain

(10 marks)

(Total 20 marks)

02) "Price is an important determinant to increase the sales of goods and services in an organization" Explain with examples.

(Total 20 marks)

03) (a) Select any of goods or services which you like (with brand name) and explain the product life cycle of that?

(10 marks)

(b) What are the marketing strategies which can use within declining stage of product life cycle? Explain.

(10 marks)

(Total 20 marks)

- 04) (a) Define the term "consumer behavior" (05 marks)
- (b) "Family is a major determinant of consumer behavior" Do you agree with this statement? Explain. (15 marks)
- (Total 20 marks)
- 05) How do marketers use advertising to change consumer attitudes and increase the sales of goods and services? Explain with examples. (Total 20 marks)
- 06) (a) What are the characteristics of services? (10 marks)
- (b) "Variability of service is an important contributor to enhance the customer services of an organization" Do you agree with this statement. Explain. (10 marks)
- (Total 20 marks)