



University of Kelaniya - Sri Lanka

Centre for Distance and Continuing Education

Faculty of Commerce & Management Studies

Bachelor of Business Management (General) Degree Second Examination (External) – 2014

September - 2017

BMGT E2015 – Marketing Management

No of questions : Seven (07)

Time: 03 Hours

All questions carry equal marks

Answer any four (04) questions

- 1) a) "Marketing is important to all organisations, irrespective of which industry they operate in." Select an organisation from either the motor industry or FMCG sectors and show why marketing is important to the organisation. (10 marks)
- b) Explain how marketing assists the following functions to perform their tasks effectively in context with the marketing concept:
- Finance
 - Production
 - Distribution. (15 marks)
- (Total 25 marks)
- 2) Developing marketing plans is an important function of Marketing Managers. Suppose a medium-sized foot-ware company hires you as a Marketing Consultant. The manager indicated to you that he would appreciate a better understanding of the construction of marketing plans.
- Prepare a report explaining the importance of a marketing plan and characteristics of such a well – designed marketing plan. (25 marks)

3) Navoda Pvt. Ltd owns and manage a chain of retail stores. It is considered to opening a new store under a new name as it shows a continuous sales reduction though the current store is profitable. The company management has recognised this is happening due to poor target marketing. Suppose you have been hired as the consultant to resolve this target marketing issues.

a) Prepare a report which clearly explains market segmentation, market targeting and market positioning strategy of the company

(20 marks)

b) Explain why marketers tend to choose the 'target marketing process' against 'mass marketing' and 'mass customization'.

(05 marks)

(Total 25 marks)

4) a) Explain the significance of Product Life Cycle (PLC) for managers

(05 marks)

b) Mega Sales Pvt. Ltd. hired you as their Marketing Director. At a management meeting it was disclosed that the company's profits were down. It is found out that the pricing was the prime reason for this as there is no particular formalized method in pricing up to date by the top executives. You are asked by the other board members to use the following information to give them examples of pricing for their main product Koly Seler:

Direct costs (per unit)	Rs. 35
Indirect costs	Rs. 1,750,000
Total number of units to be sold	350,000
Desired mark-up	25%
Desired returns	35%
Productive capital invested	Rs.1,800,000

Required

Using the above information demonstrate.

(1) Cost Plus pricing (10 marks)

(2) Target return pricing (10 marks)

(Total 25 marks)

5) a) One of the most frequently used communication process model is the 'AIDA' model. Briefly explain how marketers use this model effectively to get reach marketing communication objectives.

(10 marks)

b) "Advertising sells the product"- Do you agree with this statement? In the light of this statement explain the functions performed by advertising

(15 marks)

(Total 25 marks)

6) a) Describe the need and importance of new product development in marketing management.

(10 marks)

b) Briefly discuss customer relationship strategies along with

(a) Characteristics (05 marks)

(b) Advantages (05 marks)

(c) Disadvantages (05 marks)

(Total 25 marks)

7) a) What is physical distribution? What channels of distribution would you select to market a soft drink? Explain the reasons of your selections.

(10 marks)

b) As a marketing manager of a company, you are given the task of launching a new herbal tooth-paste in Sri Lankans' market. Prepare a detailed integrated communication plan of marketing that you would undertake to achieve your target successfully.

(15 marks)

(Total 25 marks)

