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SCHOOL OF ACCOUNTING AND BUSINESS
BSc. (APPLIED ACCOUNTING) GENERAL / SPECIAL DEGREE
PROGRAMME

END SEMESTER EXAMINATION – FEBRUARY 2015

MGT 20325 Marketing

Date : 08th February 2015
Time : 2.00 p.m. – 4.30 p.m.
Duration : Two and half (02 ½) Hours

Instructions to Candidates:

- Paper consists of Three Parts. (A, B and C)
- Part A - Answer **ALL** questions in the sheet provided
Part B - Answer only **Four (04)** out of Five (05) questions given
Part C - Answer only **one (01)** out of two (02) questions given
- Answers should be written neatly and legibly.

Part A

Select the best alternative from the alternatives given.

Question No. 01

- I. Mr.Perera, the marketing manager of ABC Pvt Ltd, claims that “any organization, as a whole, should correctly understand and produce what customers expect from such company”. But, Mr. Silva, a marketing executive of the company, claims that “resources which have been allocated for the marketing division should utilize at the maximum capacity”. Mr. Fernando, the consultant of the company, claims that “any company should possess the ability of quickly and accurately understand the trends of the market and the ability of adopting company strategies in a way to match with such market requirements”
- i. Mr.Perera’s claim reflects that
 - a. Marketing is a business philosophy
 - b. Marketing is a management function
 - c. Marketing is a skill
 - d. Marketing is a science
 - ii. Mr. Silva’s claim reflects that
 - a. Marketing is a business philosophy
 - b. Marketing is a management function
 - c. Marketing is a skill
 - d. Marketing is a science
 - iii. Mr. Fernando’s claim reflects that
 - a. Marketing is a business philosophy
 - b. Marketing is a management function
 - c. Marketing is a skill
 - d. Marketing is a science

- II. Vathmi (Pvt) Ltd is a confectionary manufacturer and distributor in Sri Lanka. Marketing manager of the company claims that company should closely and carefully monitor its direct and closest competitors' strength, weaknesses, objectives and strategies while fulfilling its customers' requirement.

The claim of the marketing manager implies that

- A. Vathmi (Pvt) Ltd possess solely the competitor orientation
- B. The company perceive competition at the brand level
- C. The company is driven by the market orientation

Which of the above statement is true?

- a. All statements
- b. Statement A and B only
- c. Statement A and C only
- d. Statement B and C only

- III. The term 'Customer Satisfaction' refers to

- a. The extent to which a product performance matches with the buyer's expectations
- b. The extent to which a product's perceived performance matches a buyer's expectations
- c. The extent to which a customer happy with the product
- d. The extent to which a customer perceived more benefits from the brand than that of competitors' brands

- IV. Mr.Banti is in the process of buying an automobile, in which he expects a well-known car dealers to introduce a range of automobiles with high safety, comfort, and fuel-efficiency in very friendly manner. His expectation reflects the

- a. Product benefits of the automobile
- b. Personnel benefits of the automobile
- c. Image benefits of the automobile
- d. All of the above

- V. A researcher expects to observe the supermarket shopping behaviour of young female executives in the Colombo district. A set of special mechanical equipments has been installed in selected supermarkets after getting the approvals of the floor managers. This is
- a. Disguised and contrived observation
 - b. Undisguised and natural observation
 - c. Disguised and natural observation
 - d. Undisguised and contrived observation
- VI. Which of the following pairs produce the non-metric data?
- a. Ordinal and Nominal
 - b. Nominal and Interval
 - c. Ordinal and Ratio
 - d. Ratio and Interval
- VII. An undergraduate expects to purchase a laptop. He recognizes that laptops are available with different specification and under different brands. He concerns on all these available brands and different specifications. Another undergraduate expects to try for different brands when he wants to purchase a new laptop. Former undergraduate practices
- a. Complex buying behaviour
 - b. Variety seeking behaviour
 - c. Comprehensive buying behaviour
 - d. None of the above
- VIII. The term 'Integrated Marketing Communication' refers to
- a. A process of delivering a consistent, clear and compelling company and brand messages from different promotional tools to a selected target market
 - b. A process of delivering a clear and effective company and brand messages to a selected group of customers
 - c. A process of coordinating with all the departments in a company to deliver a clear and effective company and brand messages to a target market.
 - d. A process of coordinating people who engage with all the communication activities in a company

(Total 20 Marks)

Part B

Answer only **Four (04)** out of Five (05)

Question No. 02

- i. Compare and contrast, with examples, how different organizations whether or not they are profit-oriented, plan and implement their marketing strategies to fulfil their marketing objectives.

(08 Marks)

- ii. Marketing mix, the set of marketing tools the firms uses to pursue its marketing objectives, for physical product marketing is different from that for service marketing' Justify your position on this statement using appropriate examples

(07 Marks)

(Total 15 Marks)

Question No. 03

- i. XYZ Pvt Ltd is a retail chain that mainly offers clothing items through both on-line and a show room which is in the Union Place – Colombo. When a customer purchased a T-shirt on-line while another purchased the same on-site, describe the total customer value that the both customers would experience.

(08 Marks)

- ii. Describe the customer value hierarchy and the value system of the XYZ Pvt Ltd.

(07 Marks)

(Total 15 Marks)

Question No. 04

- i. Illustrate why it is considered that marketing is started before the product is produced and last even after the product is sold.

(08 Marks)

- ii. Explain the theoretical model that can be employed for evaluating the structural attractiveness of any selected industry.

(07 Marks)

(Total 15 Marks)

Question No. 05

- i. Explain why the selection of a representative sample for a marketing research is considered as one of the challenges of the researcher.

(08 Marks)

- ii. Describe how the level of measurements is one of the determinants of the selection of analytical tools.

(07 Marks)

(Total 15 Marks)

Question No. 06

- i. Elaborate the different pricing objectives that a marketer can employ in the process of determining the final price.

(07 Marks)

- ii. Compare and contrast the followings
- a. Cost-based pricing strategy and Value-based pricing strategy
 - b. Market skimming strategy and Market penetrating strategy

(08 Marks)

(Total 15 Marks)

Part C

Answer only **one (01)** out of two (02)

Question No. 07

Companies are driven by conflicting alternative philosophies to deal with their market places. However, some of these competing philosophies have missed the strategic point of marketing while the other provides the long-run welfare of the target market and the society at large. And, another calls for broader and more integrated approach. Discuss this statement

(Total 20 Marks)

Question No. 08

It is a fact that an understanding and predicting the behaviour of consumer is highly important and challenging for a marketer. It does not solely owing to the fact that consumer decision making process is dependent on his/her involvement of the product, but also owing to the perceived significance of the brand differences. Discuss this statement

(Total 20 Marks)