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

END SEMESTER EXAMINATION – JULY 2015

MGT 20325 Marketing

Date : 24th July 2015
Time : 5.30 p.m. – 8.00 p.m.
Duration : Two and half (02 ½) hours

Instructions to Candidates:

- This paper consists of Three parts (A, B, and C)
- Part A consists of 10 multiple choice questions. Answer **ALL** questions in the sheet provided.
Part B consists of five questions; answer **FOUR** questions.
Part C consists of two questions; answer **ANY ONE** question.
- Answers should be written neatly and legibly.

Part A: Multiple Choice Questions

Select the best alternative from the alternative given answers to the following questions. Two marks for each question.

Question No. 01 - Compulsory

Select the most suitable answer from the given alternative answers to fill the blanks (From question I to III);

- I. A key ingredient of the marketing management process is insightful.
marketing strategies and plans that can guide marketing activities
- a. Creative
 - b. Measurable
 - c. Macro
 - d. Micro
- II. The task of any business is to deliver at a profit.
- a. Customer needs
 - b. Customer value
 - c. Products and Services
 - d. Improved quality
- III. Cognitive dissonance occurs in the stage ofof the buyer decision process model.
- a. Need recognition
 - b. Information search
 - c. Evaluation of alternatives
 - d. Post purchase behaviour

- IV. Pricing to cover variable costs and some fixed costs, as in the case of some automobile distributorships that sell below total costs, is typical of which of the following pricing objectives?
- Current profit maximization
 - Product quality leadership
 - Market share leadership
 - Survival
- V. Which of the following statement is true?
- The customer relationship management process is that all the activities involved in receiving and approving orders, shipping the goods on time, and collecting payment.
 - A principle of the value chain is that every firm is a synthesis of activities performed to design, produce, market, deliver, and support its product.
- Statement i only
 - Statement ii only
 - Statement i and ii
 - None of them
- VI. All of the following factors can affect the attractiveness of a market segment EXCEPT :
- The presence of many strong and aggressive competitors.
 - The likelihood of government monitoring.
 - Actual or potential substitute products.
 - The power of buyers in the segment.
- VII. The soft-drink manufacturers know that soft-drink is most often consumed in the afternoon in the Asian Context. However, they would like to change this and make the drink acceptable during other time periods during the day. Which form of segmentation would they need to work with and establish strategy reflective of their desires?
- Gender segmentation
 - Benefit segmentation
 - Occasion segmentation
 - Age and life-cycle segmentation

VIII. If a company's objective were to reach masses of buyers that were geographically dispersed at a low cost per exposure, the company would likely choose which of the following promotion forms?

- a. Advertising
- b. Personal selling
- c. Public relations
- d. Sales promotion

IX. Which of the following pairs to be used to collect the non-metric data?

- a. Ordinal and Nominal
- b. Nominal and Interval
- c. Ordinal and Ratio
- d. Ratio and Interval

X. An undergraduate has collected data on gender, age, marital status, income levels and preference on soft drinks brands for his research. What is the most suitable level of measurements and measures of central tendency that can be used for marital status?

Level of Measurements

Measures of Central Tendency

- | | |
|-------------|----------------------|
| a. Nominal | e. Mode |
| b. Ordinal | f. Median |
| c. Interval | g. Mean |
| d. Ratio | h. None of the above |

Part B

Question No. 02

- I. One of the commonly cited managerial definitions for marketing describes it as ‘the art of selling products’. Describe your position on this claim with examples
(07 marks)
 - II. Explain the basic roles of marketing as a business philosophy and as a management function
(08 marks)
- (Total 15 marks)**

Question No. 03

- I. Explain why marketing research is considered a ‘systematic’ ‘objective’ ‘controlled’ and ‘empirical processes’
(08 marks)
 - II. Discuss the importance of the problem identification and definition in the marketing research process using a suitable analogy
(07 marks)
- (Total 15 marks)**

Question No. 04

- I. Define the term ‘Integrated Marketing Communication’ (IMC) and discuss its significance for the company which is interested to launch a spicy-confectionary to the Sri Lankan market
(07marks)
 - II. “Tools of marketing communication mix can be used either to ‘push’ the product to the consumer or to ‘create’ demand from consumers”. Explain the validity of this statement.
(08 marks)
- (Total 15 marks)**

Question No. 05

- I. “Despite the cost incurred by the intermediaries in a value system, it is not feasible to apply disintermediation strategy in the current dynamic business environment” Do you agree with this statement? Justify
(08 marks)
- II. Explain the channel decision process of an Energy-Drink expects to launch into the Sri Lankan market in the next X’mas festival.
(07 marks)
- (Total 15 marks)

Question No. 06

- I. Discuss, with examples, how do pricing objectives govern the pricing process of the companies.
(07 marks)
- II. Explain the two (02) pricing strategies that can be adopted for a new product.
(08 marks)
- (Total 15 marks)

Question No. 07

Understanding consumer behaviour is very important for developing marketing strategies as the success of the marketing strategy depends on the nature of consumer reaction to the strategy. Identify and explain a model that can be used for understanding consumer behaviour.

(20 marks)

Question No. 08

“The contemporary marketers play their game mainly at the augmented level and potential level of the product”. Briefly explain how these influence to constitute a customer value and customer value hierarchy taking any product or service of your choice as an example.

(20 marks)