

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

YEAR II SEMESTER I
END SEMESTER EXAMINATION – NOVEMBER 2014

MGT 20325 Marketing

Date : 26th November 2014
Time : 9.00 a.m. - 11.30 a.m.
Duration : Two and half (02 ½) hours

Instructions to Candidates:

- This paper consists of three parts (A, B, and C)
- Part A - Answer **all** the questions in the sheet provided
- Part B – Answer **four** questions in all, Selecting **Question No. 02** and any **three** questions from the other questions given
- Part C – Answer **one** question out of the two questions given
- The total marks for the paper is 100
- The marks for each question are shown in brackets
- Answers should be written neatly and legibly

PART A

Answer **ALL** the questions

Select the best alternative from the alternative given answers given to the following questions

Question No. 1

- I. The production manager in a Multinational Fashion Retail Chain in Sri Lanka claims that “irrespective of the fashion trends in Sri Lanka; our company should pay attention solely on producing garments at low cost”.

However, the Marketing Director of the company claims that “producing the garments to meet the fashion trends in Sri Lanka is as important as minimizing the usage of input”

Production manager’s claim reflects that

- a. The company wants to be solely efficient.
- b. The company wants to be solely effective.
- c. The company wants to be neither efficient nor effective.
- d. The company wants to be both efficient and effective.

(2 Marks)

- II. Marketing director’s claim of the above company reflects that

- a. The company should maintain solely the efficiency.
- b. The company should maintain solely the effectiveness
- c. The company should maintain productivity
- d. The company should maintain neither efficiency nor effectiveness

(2 Marks)

- III. The concept ‘Strategic Window’ refers to

- a. The time period within which a strategic fit between organization resources and market requirements exists.
- b. The time period within which organization can neutralized the threats of the external environment
- c. The time period within which a strategic fit between the strengths and weaknesses exists
- d. None of the above

(2 Marks)

IV. The concept 'Marketing Myopia' refers to

- a. Identifying the impact of potential competitors on the organization effectiveness
- b. Less concern on the company resources
- c. Focus on the product rather than the consumer need
- d. Define the market place from customers' perspective paying helpful attention on generic competitors

(2 Marks)

V. AXY (Pvt) Ltd is a soft drink manufacturer and distributor in Sri Lanka. Brand manager of the company claims that "Identifying and competing solely with direct and closest competing brands gives us the competitive advantages" at one of the business meetings.

The claim of the brand manager implies that

- I. AXY (Pvt) Ltd competes at the level of brand competition
- II. The company takes all the brand available in the industry into consideration when developing the competitive advantages

Which of the above statement is true?

- a. Both statements
- b. Statement I only
- c. Statement II only
- d. None of the statements

(2 Marks)

VI. The term 'Customer Value' refers to

- a. Buying a product at a reasonable price
- b. Buying a product under promotional price
- c. The customer's evaluation on the difference between all the benefits and all the costs of an offer relative to those of competing offers.
- d. The customer's evaluation of competitive brands and the process of selecting the most suitable brand

(2 Marks)

VII. Mr. Bingo entered into a retail store with an intention of buying a very sophisticated mobile phone. He expected that the sales person in the store would introduce him all the latest mobile phones in a very friendly manner. His expectation reflects that

- a. Service benefits of the mobile phone
- b. Product benefits of the mobile phone
- c. Personnel benefits of the mobile phone
- d. Image benefits of the mobile phone

(2 Marks)

VIII. Carrying out the in-depth interviews not only with industry experts but also with decision makers is an essential task in the process of defining the research problem of any marketing research. Such interviews reflects

- a. The descriptive research
- b. The exploratory research
- c. The causal research
- d. The survey research

(2 Marks)

IX. Which of the following pairs produce the metric data?

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

(2 Marks)

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

Level of Measurements

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

Measures of Central Tendency

- e. Mode
- f. Median
- g. Mean
- h. None of the above

(2 Marks)

(Total 20 Marks)

PART B

Answer **four** questions

Question No. 02 (Compulsory)

Company orientations toward market place deal with some conflicting alternative interests. However, some of these competing concepts have missed the strategic point of marketing while others who believe “everything matters with marketing” have recognized the need to have a more complete and cohesive perspective that captures the domain of marketing. Discuss this statement

(18 Marks)

Question No. 03

I. One of the commonly cited managerial definitions for marketing describes it as “ the art of selling products” Describe your view on this claim

(07 Marks)

II. Explain why basic roles of marketing have been perceived as

- A business philosophy
- A management function

(07 Marks)

(Total 14 Marks)

Question No. 04

I. Explain why marketing research is considered as ‘systematic’, ‘objective’, ‘controlled’ and ‘empirical’ processes

(08 Marks)

II. Explain why validity of problem definition is considered as one of the most critical aspects of marketing research process using a suitable analogy.

(06 Marks)

(Total 14 Marks)

Question No. 05

I. What does Unique Selling Proposition mean?

(02 Marks)

II. Differentiate

- a. Customer Value hierarchy from Value System
- b. Micro marketing environment from macro marketing environment

(12 Marks)

(Total 14 Marks)

Question No. 06

I. Explain the process of determining a price for a selected product in Sri Lankan context

(07 Marks)

II. Describe the process of designing and implementing a promotional campaign for a selected product available in Sri Lanka

(07 Marks)

(Total 14 Marks)

PART C

Answer **one** question out of the two questions

Question No. 07

Understanding consumer behaviour is not only very important for developing marketing strategies but also highly challenging due to the fact that the behaviour of a consumer is highly influenced by several factors. Illustrate this statement using a suitable model

(20 Marks)

Question No. 08

There is no universally accepted base for segmenting any market. However, marketers select a segmentation scheme considering the context/market in which they operate. Market segments which were identified based on a particular segmentation scheme should be evaluated in terms of specific criteria prior to the selection of alternative patterns of target market. Evaluate this statement.

(20 Marks)