

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

**END SEMESTER EXAMINATION – JANUARY 2016**

**MGT 20325 Marketing**

Date : 10th January 2016  
Time : 1.00 p.m.– 3.30 p.m.  
Duration : Two and a half (2 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
- 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

Fill the blanks in questions I and II

- I. The first phase of the value creation and delivery process is.....that represents the 'homework' marketing must do before any product exists.
- a. Choosing the value
  - b. Market research
  - c. Target marketing
  - d. Projective thinking
- II. Market penetration, product development and market development strategies would all be examples of .....strategies
- a. Concentric
  - b. Conglomerate
  - c. Intensive growth
  - d. None of above

Select the best alternative from the alternatives appended below for the question number 'III' to 'X'.

- III. Anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need is called as product which could offer in different versions EXCEPT as
- a. A person
  - b. An experience
  - c. A place
  - d. A style

- IV. A company wants to introduce a 'Spicy confectionary' to Sri Lankan young market mainly through spending lot on advertising and sales promotion while covering all the main cities in Sri Lanka for a reasonable price. They expect that this new product would help them to attack their strongest competitor in the industry. What market orientation the company follows?
- Production orientation
  - Selling orientation
  - Customer orientation
  - Competitor orientation
- V. Suppose that you spent for Rs.500, 000.00 for travelling with your family during the last vacation. However, once you all returned your spouse claims that tour is not worth, while your son was really happy about the tour. This contradictory opinion really makes you re-think about your tour. Such re-thinking and feeling called as
- Cognitive dissonance
  - Affective dissonance
  - Dissatisfaction
  - All of above
- VI. When Cargiles open up the Nugegoda Branch, they have taken data on profile of the population in Nugegoda area. This practice is called as
- Exploratory research
  - Survey research
  - Pilot research
  - Feasibility study
- VII. Toyota knows that some people want sport cars, others want vans, estate cars or economy cars and so on. In this case Toyota has found its market to be approached with
- Mass marketing
  - Differentiated marketing
  - Focused marketing
  - Homogenous marketing

VIII. By offering Signal for Kids (attractive taste for children) regular Signal for cavity control, and Tartar control Signal toothpastes, Uniliver is segmenting the market based on

- a. Benefits
- b. Psychographics
- c. Lifestyle
- d. User

IX. Which of following statements is FALSE

- i. The customer relationship management process is all the activities involved in receiving and approving orders, shipping the goods on time, and collecting payment.
- ii. 'Strategic window' is open if the resources and competencies of the company match with the opportunities of the environment

- a. Statement ii only
- b. Statement i only
- c. Both
- d. None

X. Suppose that a researcher has collected data on age, gender, marital status, and income of smart phone users in Colombo to investigate their mobile phone usage behaviour. What is the level of measurement the researcher has employed for *marital status*? What is the measure of central tendency for *marital status*?

Level of Measure	Measure of central tendency
a. Nominal	e. Mean only
b. Ordinal	f. Mode only
c. Internal	g. Median only
d. Ratio	h. Mode, median and Mean

## **Part B**

Answer only **Four (04)** questions.

### **Question No. 02**

The public has always viewed marketing middlemen with some suspicion. They believe that they have to pay higher prices due to intermediaries. However, some scholars argue that even there is a reduction of traditional types of intermediaries; demand for new forms of intermediaries such as cyber-intermediation is continuously increasing.

- I. What do you mean by 'disintermediation'?  
(03 marks)
- II. Paying your attention to the above-mentioned claim, describe with rationale whether the current marketing system can eliminate intermediaries.  
(08 marks)
- III. Describe with examples how a 'vertical marketing system' differs from 'conventional marketing channels'.  
(04 marks)

**(Total 15 marks)**

### **Question No. 03**

- I. Deciding the final price of product is highly challenging a part as the entire pricing process is affected by both the selection of pricing objective and the several uncontrollable external factors. Explain the factors that a marketer should consider in setting prices.  
(08 marks)
- II. Describe why identification of the target audience is crucial for effective communication campaign, and how the nature of target audience governs the selection of promotional tools in a campaign.  
(07 marks)

**(Total 15 marks)**

**Question No. 04**

I. Why should marketers target their market?

(05 marks)

II. Differentiate the 'product specialization' from the 'market specialization'

(04 marks)

III. Explain the model that Michael Porter has identified to determine the intrinsic long run attractiveness of a market segment.

(06 marks)

**(Total 15 marks)**

**Question No. 05**

I. Why is it considered that marketing is started before the product is produced and it lasts even after the product is sold?

(06 marks)

II. Identify and explain the two levels at which marketing plan operates

(04 marks)

III. "The buying process starts long before the actual purchase and has consequences long afterward." Explain this statement.

(05 marks)

**(Total 15 marks)**

**Question No. 06**

- I. Explain why marketing research is considered a systematic, objective, empirical and controlled process

(05 marks)

- II. Explain how a marketing researcher would design a sampling plan for conducting a research on 'customers' perceptual evaluation on service quality of the Commercial Banks

(06 marks)

- III. Explain how a marketer can evaluate an opportunity and a threat.

(04 marks)

**(Total 15 marks)**

### **Part C**

Answer only **one (01)** question.

#### **Question No. 07**

“Marketers should decide what philosophy should guide a company’s marketing effort, as well as what weight should be given to the customer, the organization and the society. Some of the alternative marketing philosophies miss the strategic point of marketing while others are not. However, one of the marketing philosophies acknowledges that a broad, integrated perspective is often necessary.” Comment on this statement.

**(Total 20 marks)**

#### **Question No. 08**

A large company normally manages quite different strategic business units (SBUs). The company evaluates each of the SBUs by employing different theoretical models for making the investment decisions. Some models consider the two dimensions – market attractiveness and business position- to assess the performance of a SBU, while another model try to evaluate the SBU by identifying the gap between future desired sales and projected sales. However, the SBU has to develop strategies to bridge this gap. Discuss this statement

**(Total 20 marks)**