

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

YEAR II SEMESTER I (Intake II/III – Group A)
END SEMESTER EXAMINATION – JANUARY 2016

MGT 20325 Marketing

Date : 29th January 2016
Time : 9.00 a.m. – 11.30 a.m.
Duration : Two and a 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
- 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** questions.

Question No. 01

- I. Fill the blank in question number 'i and 'ii' selecting the right answer from the alternatives appended immediately after each questions.
- i. A..... is a strategy which a company might seek new business that has no relationship to its current technology, products or markets.
 - a. concentric strategy
 - b. conglomerate strategy
 - c. intensive growth strategy
 - d. none of the above
 - ii. The reflect the benefits expected by the customer through the expertise service given by the highly qualified and experienced doctors of the private hospital chain in Sri Lanka.
 - a. Service benefits
 - b. Personnel benefits
 - c. Assurance benefits
 - d. None of the above
- II. Select the best alternative from the alternatives appended immediately after each questions.
- iii. Which of the following consumer buying behaviours requires the **least** effort?
 - a. High involvement buying situation
 - b. New buying situation
 - c. Routine buying
 - d. Impulsive buying

- iv. We are motivated to re-evaluate our beliefs, attitudes, opinions, or values if our position at one point in time is not the same as the position we hold at an earlier period due to some intervening event, circumstance, or action. This is referred to as:
 - a. Attitude
 - b. Ego
 - c. Evoke set
 - d. Cognitive dissonance

- v. When a little is known about the problem, research seeking to discover the cause of a problem by discussing the problem with informed sources and examining pre-existing data is undertaken. This type of research is:
 - a. Explanatory research
 - b. Information investigation
 - c. Exploratory research
 - d. Bottom-line analysis

- vi. Which of the following is **not** the condition necessary for the achievement of sustainable competitive advantage (SCA)?
 - a. The perceived difference results from cheaper price
 - b. The customer consistently perceives a positive difference between the products and services offered by a company and its competitors.
 - c. The perceived difference results from the company's assets are relatively greater than the capability
 - d. The perceived difference persists for a reasonable period of time.

- vii. All of the following would be ways to segment within the category of psychographic segmentation EXCEPT
 - a. Social class
 - b. Occupation
 - c. Lifestyle
 - d. Personality

viii. XYZ (Pvt) Ltd expects to introduce a nutritious drink for school children in Sri Lanka for an affluent price. However, the initial investigation of the launching process discloses that this target group of customers is fond of having sweets and soft drinks, and some prefer for Coffee, Tea and Dairy drinks. There are some already established brands of nutritious drinks. Further, such investigation found out that living expenses of the families with schooling children is very tight with high expenses for education of children, medicines, infrastructure facilities and consumables. The form of competition that XYZ can expect in this market is

- a. Industry competition
- b. Brand competition
- c. Form competition
- d. Generic competition

ix. A researcher collects the data on gender, brand preference of smart phones (measured in ordinal scale), age, income level, average spending per month for telecommunication (AMST), education and occupation of the MBA students of a particular education institutes in Colombo. Identify the data set which be categorized as metric and non-metric.

Metric Data

- a. Income level, AMST
- b. AMST, Occupation
- c. Brand preference, education
- d. Occupation, gender

Non-metric data

- e. Brand preference, AMST
- f. Education, gender
- g. AMST, age
- h. none of the above

x. Meaning of 'sweat spot' in competitive analysis is;

- a. The ability of a company to meet the target market requirement better than the competitors
- b. The ability of a company to meet the unmet need of the target market that competitors are incapable
- c. The ability of a company to attract the target customers through promotional strategy
- d. The ability of a company to attack the most powerful aspects of the competitors' offerings

Part B

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

Question No. 02

“Successful implementation of a strategy requires obtaining a strategic congruence between the strategy and the other elements of the organization, and, in the same vein, fit between each component of organization with the others”.

- I. Discuss this statement supporting your answer with an appropriate model wherever applicable
(08 marks)
- II. Describe the major pillars on which marketing concept lie.
(04 marks)
- III. Explain the difference between selling concept and marketing concept.
(03 marks)

(Total 15 marks)

Question No. 03

The opportunities and threats faced by four Strategic Business Units (SBUs) of a company have been evaluated using dichotomous questions, ‘high’ and ‘low’. The results are highlighted in Table Number 1.

Table 1. Results of Opportunity and Threat Evaluation.

SBU	Opportunities	Threats
1	High	Low
2	High	High
3	Low	High
4	Low	Low

- I. What is the level of measurement the company has used?
(02 marks)
- II. Describe on the company's future investment by taking the 'Opportunity and Threat Matrix' into account.
(06 marks)
- III. Explain the major characteristic of an SBU
(03 marks)
- IV. Explain how an 'opportunity' can be evaluated
(04 marks)
- (Total 15 marks)**

Question No. 04

- I. Define the term 'positioning'
(02 marks)
- II. Explain the procedure for positioning the 'BSc degree' offered by your institute
(10 marks)
- III. What is the end result of 'positioning'?
(03 marks)
- (Total 15 marks)**

Question No. 05

- I. a. Explain the importance of 'Integrated Marketing Communication (IMC)' as an effective communication strategy that can be used by a selected company in the service sector.
(06 marks)
- b. Discuss the implications of IMC in the integrated marketing strategy of a selected company.
(04 marks)
- II. Describe the mechanism possible to use to justify that the integrated marketing strategy has utilized as an effective tool to satisfy the customer base of a company.
(05 marks)
- (Total 15 marks)**

Question No. 06

- I. Distinguish 'Mass marketing' from 'Differentiated Marketing' and 'Complex buying behaviour' from 'Variety seeking buying behaviour' with examples
(06 marks)
- II. Assume that a fast moving consumer good company is currently offering a high end cosmetic product range in a narrow assortment to its customers. The management is wondering how they can increase the length of the line in order to increase the sales.
- a. Describe two alternative strategies that the management could use to increase the line length
(06 marks)
- b. Discuss the three possible distribution channels required for such two alternative strategies
(03 marks)
- (Total 15 marks)**

Part C

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

Question No. 07

“The traditional view of marketing is that the firm makes something and then sells it. However, in economies with many different types of people, each with individual wants, perceptions, preferences, and buying criteria, the traditional view has not been successful. Instead of emphasizing producing and selling, the smart competitors now see themselves as part of a value creation and delivery process. Therefore, today marketing is considered a process that begins much before the product is produced, continues through development and after launch, and lasts even after the product is sold.” Evaluate this statement.

(20 marks)

Question No. 08

- I. Marketing effort of bridging the gap between the expected sales values through the current business portfolio and the desired sales over the same period based on the market potential is guided by several strategies. Propose and examine the various types of strategies that can be used for filling the gap by employing a suitable theoretical model.

(10 marks)

- II. Management needs to monitor the larger forces and actors in the marketing environment if it is to keep its products and marketing practices current. For this purpose management should have a mechanism to develop and manage information. Analyse this statement.

(10 marks)

(Total 20 marks)