

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

**YEAR II SEMESTER II – INTAKE V (GROUP B)**  
**END SEMESTER EXAMINATION – AUGUST 2017**

**MGT 20325 Marketing**

Date : 5th August 2017  
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** the questions

### **Question No. 01**

Select the most suitable alternative from the alternatives given at the end of each question.

1. A few years back, TOYOTA has introduced a separate brand called 'LEXUS' which was targeted at a selected market segment. Select the most relevant segmentation variable 'TOYOTA' has considered in targeting the segment.
  - a. Geographic segmentation
  - b. Demographic segmentation
  - c. Psychographic segmentation
  - d. Behavioral segmentation
2. The criteria for evaluating the market segment effectively consist of the following characteristics,
  - a. Measurable, Substantial, Accessible, Actionable, Deliverable
  - b. Measurable, Substantial, Accessible, Actionable, Differentiable
  - c. Measurable, Severable, Accessible, Actionable, Differentiable
  - d. Quantifiable, Substantial, Accessible, Actionable, Deliverable
3. A manufacture of drill bits may think that the customer needs a drill bit. The thinking of the manufacture suffers from
  - a. competitor myopia
  - b. management myopia
  - c. marketing myopia
  - d. both management and competitor myopia
4. A promotional strategy that aims company's marketing efforts at middlemen is called;
  - a. Push Strategy
  - b. Pull Strategy
  - c. Pull and Push Strategy
  - d. Neither of the above

5. 'Marketers view sellers as constituting the industry and buyers as constituting the market.' This statement is
- false
  - true
  - not valid
  - not true and even not false
6. The company, which considers whether it could gain more market share with its current products in their current market, adopts
- Product development strategy
  - Market development strategy
  - Market penetration strategy
  - Diversification strategy
7. If a company relies on more than a few but less than all of the intermediaries willing to carry a particular product, the company adopts
- Selective distribution,
  - Intensive distribution
  - Exclusive distribution
  - All of the above
8. Trade Promotional activities include:
- Monetary incentives, Joint advertising, Point of sales support, Competition Awards and Advertising
  - Monetary incentives, Joint advertising, Point of sales support, Competition, Awards and Business gifts
  - Event organizing, Joint advertising, Point of sales support, Competition and awards, Business gifts
  - Monetary incentives, Joint advertising/promotions, Point of sales support, Competition Awards and Personal Selling

9. Ms. Shanika and Poornima are two best friends and went on shopping on a particular day in Super Center. Shanika was looking for salt and Poornima was looking for a carpet. However Shanika was waiting at the cashier point for a long time until Poornima comes. Behavioral type practiced by Shanika and Poornima respectively are.
- a. Variety Seeking Buying and Habitual Buying
  - b. Complex Buying and Habitual Buying
  - c. Complex Buying and Variety Seeking Buying
  - d. Dissonance Reducing buying and Habitual Buying
10. Which of the following components is **NOT** an element of the Marketing Information System?
- a. Internal Recording System
  - b. Customer relation and data base management
  - c. Marketing Research
  - d. Decision Support System

**(Total 20 marks)**

## **Part B**

Answer **any FOUR (04)** questions

### **Question No. 02**

- i. Differentiate 'Selling concepts' from 'marketing concept.'  
(05 marks)
  - ii. Elaborate how the main components of "Holistic Marketing Concept" help a company to become market oriented.  
(10 marks)
- (Total 15 marks)**

### **Question No. 03**

- i. Explain the key components and the role of "Marketing Information System"  
(07 marks)
  - ii. Explain why marketing research is considered a 'systematic' 'objective' 'controlled' and 'empirical processes. Describe the 'marketing research process.'  
(08 marks)
- (Total 15 marks)**

### **Question No. 04**

- i. Define the concept of "Market Segmentation" and explain the four major segmentation variables with appropriate examples.  
(08 marks)
  - ii. Construct a positioning map using an example of your choice (for a product or service) and explain the rationale for selecting the respective dimensions of your positioning map.  
(07 marks)
- (Total 15 marks)**

**Question No. 05**

- i. “Every company which operates in a competitive environment is trying to bring their customers from Suspects to Partners of the company”.

Explain briefly the customer development process with regards to customer relationship management.

(08 marks)

- ii. Differentiate the following concepts

- a. ‘Value System’ from ‘Value Chain’.  
b. ‘point of parity’ from ‘point of difference’

(07 marks)

**(Total 15 marks)**

**Question No. 06**

- i. ‘Marketing mix, is a set of marketing tools a firm uses to pursue its marketing objectives. However the physical product marketing is different from that of services marketing.’ Justify your position on this statement.

(07 marks)

- ii. Understanding consumer behavior 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 behavior.

(08 marks)

**(Total 15 marks)**

### **Part C**

Answer only **ONE (01)** question

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

Assume that you are a newly appointed Sales Manager for SS (Pvt) Ltd a Sweetmeats (Kavili) manufacturer in Sri Lanka. Construct a promotional campaign to the company targeting the festival season (you need to clearly mention the assumptions made).

**(Total 20 marks)**

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

Discuss the elements in the product mix and explain the importance of maintaining the consistency in the product mix (you are supposed to use an example of your choice to explain).

**(Total 20 marks)**