



No. of Pages - 07

No of Questions - 08

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

END SEMESTER EXAMINATION – JANUARY 2017

MGT 20325 Marketing

Date : 28th January 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** questions

Question No. 01

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

- I. Mr. Perera, the branch manager in a Multinational Fast Food Retail Chain in Sri Lanka, claims that “irrespective of the taste and preferences of Sri Lankan customers our company should pay attention solely on maintain all possible cost at a reasonably a low level”.

But, Mr. Fernando, the floor manager of the company claims that “producing the meal according to the Sri Lankan taste and preferences is as important as minimizing the costs”

Mr. Perera’s claim reflects that

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

- II. Mr. Fernando’s claim of the above company reflects that

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

III. An undergraduate attended for a business conference and found out some insights as noted below.

1. Any company should solely pay the attention on rivals in order to gain sustainable competitive advantages.
2. Company can only gain competitive advantage through differentiating their offers from that of all the competitors.

Which the above statement is TRUE?

- a. Both
- b. Statement 1
- c. Statement 2
- d. None

IV. The total customer value is determined by;

- a. Product value, service value, place value, and image value
- b. Product value, time value, service value, and monetary value
- c. Product value, service value, personnel value and image value
- d. Product value, service value, personnel value and image value

V. The soft-drink manufacturers know that there is a trend of refusing carbonated soft-drink by Sri Lankan consumers and they prefer to have natural drinks instead. Thus, the company would like to introduce a range of new naturally- made drinks. Which form of segmentation would they need to work with and establish strategy reflective of their desires?

- a. Loyalty segmentation
- b. Benefit segmentation
- c. Social class segmentation
- d. Psychological segmentation

- VI. Ms. Thiranya wants to renovate her house and is looking for fabrication of sofa and related furniture items. She is aware that a range of very attractive fabrics are available in the market. Thus, she prefers to explore as much as possible options and get something uncommon for a reasonable price. What behavioural type is practiced by Ms. Thiranya in this scenario?
- a. Complex buying behaviour
 - b. Variety seeking behaviour
 - c. Best-Value buying behaviour
 - d. Dissonance reducing buying behaviour
- VII. Which of the following components is NOT an element of the Marketing Information System?
- a. Internal records
 - b. Marketing Intelligence System
 - c. Marketing Research
 - d. Marketing Data Base for Customer Relationship
- VIII. In general, any research project is conducted for either one or couple of the following types of objectives.
- a. Exploratory, observational and causal
 - b. Causal, experimental and observational
 - c. Exploratory, hypothetical and observational
 - d. Exploratory, descriptive and causal

- IX. A researcher collected data on age, gender, income, residential area and brand preference of the customers towards the smart phones in order to study whether or not smart phone preferences depends upon the demographic characteristics of people in Sri Lanka. Multi-item questions for brand preference are measured using the rank order scale.

What are the levels of measurements the researcher has used to measure the residential area and the brand preference?

- a. Nominal, Ordinal
 - b. Ordinal, Nominal
 - c. Nominal, Interval
 - d. Ratio, Interval
- X. Select the central tendency measures for the residential area and the brand preference.
- a. Mode, Mode
 - b. Mode, Median
 - c. Median, Mean
 - d. None of the above

Part B

Answer **any Four (04)** Questions

Question No. 02

Marketing is all about creating **value for customers**. Therefore, Marketers need to understand customer needs, wants, **demand** and the **market place** within which they operate.

- I. Explain the underlined and bolded concepts and describe how a marketer can increase the customer value

(08 marks)

- II. Compare and contrast customer needs and wants. Describe the need versus the want for the following products.

- a. "Signal",
- b. "Sunlight"
- c. "Bata shoes"

(07 marks)

(Total 15 marks)

Question No. 03

- I. Compare and contrast the selling concept and the marketing concept. Suggest and describe a more complete, cohesive approach that goes beyond traditional applications of the marketing concept.

(10 marks)

- II. What does 'marketing myopia' mean? What orientation is said to suffer from marketing myopia?

(05 marks)

(Total 15 marks)

Question No. 04

To plan effective marketing strategies, the company needs to find out all it can about its competitors and assess the structural attractiveness of market.

- I. Explain how a marketer can perform a competitor analysis
(08 marks)
- II. Suggest and explain a theoretical model a marketer can use for assessing the structural attractiveness of the market

(07marks)

(Total 15 marks)

Question No. 05

Consumers make many buying decisions every day, and the buying decision is the focal point of the marketer's effort. The central question for marketers is how consumers respond to various marketing efforts the company use.

- I. Suggest and highlight all the variables in the model that can be used for describing consumer behaviour
(10 marks)
- II. Explain the various types of consumer buying behavior based on the degree of buyer involvement and the degree of differences among brands

(05 marks)

(Total 15 marks)

Question No. 06

- I. ‘‘Manufactures use intermediaries because they create more value to the customers and the marketing system than the producers through their contacts, experience, specialization, and scale of operation.’’ Justify the claim made by this statement

(07 marks)

- II. Briefly explain the major decisions that marketers should make in designing the Marketing Channel.

(08 marks)

(Total 15 marks)

Part C

Answer **any One (01)** question

Question No. 07

A marketer can employ several variables to segment a consumer market. However, not all segmentation schemes are useful. To be useful the marketer should evaluate the selected segments against a certain criteria. After evaluating different segments, the marketer can consider several patterns of target market selection though each alternative has its own advantages and disadvantages. Analyze this statement.

(20 marks)

Question No. 08

List and describe the major important decisions marketing managers must make when developing an advertising programme

(20 marks)