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

**END SEMESTER EXAMINATION – JANUARY 2018**

**MGT 20325 Marketing**

Date : 03<sup>rd</sup> February 2018  
Time : 9.00 a.m. - 11.30 a.m.  
Duration : Two and a half (02 ½) hours

**Instructions to Candidates:**

- This paper consists of three parts (A, B and C)
- Part A – Answer **ALL** questions in the separate sheet given.  
Part B – Answer **any Four (04)** questions  
Part C – Answer **only One (01)** question
- 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** (Compulsory)

Select the best alternative from the alternatives appended immediately after each of the questions.

- I. One of the major differences between selling concept and marketing concept is that
  - a. marketing concept pays its attention on product while selling concept on customer need and wants,
  - b. marketing concept is an inside –out perspective while selling concept is an outside in perspective,
  - c. end point of marketing concept is profit through sale volume while that is of selling concept is profit through customer satisfaction,
  - d. marketing concept is an outside in perspective while selling concept is an inside – out perspective,
  
- II. Value system consists of
  - a. all external stakeholders,
  - b. all internal stakeholders,
  - c. all actors in core marketing system,
  - d. all actors in micro marketing environment
  
- III. ----- refers to sellers being preoccupied with their own products and losing sight of underlying consumer needs,
  - a. Competitor myopia,
  - b. Marketing myopia,
  - c. Management myopia,
  - d. Managerial inertia

- IV. Basic conditions that should be satisfied to form demands are
- a. needs and wants
  - b. willingness and ability to buy
  - c. wants and willingness to buy
  - d. needs and willingness to buy
- V. A marketer who has been able to understand and meet the customers' latent needs embraces
- a. Transaction market orientation
  - b. Proactive market orientation
  - c. Relationship market orientation
  - d. Reactive market orientation
- VI. Dimensions of market orientation are
- a. customer orientation, competitor orientation, and inter-functional coordination,
  - b. customer orientation, competitor orientation, and cooperation,
  - c. customer orientation, inter-functional orientation and cooperation,
  - d. customer orientation, competitor orientation, and commitment
- VII. Demands for Ladies' jeans are gradually increasing in the market place. However, Mr. Perera manufactures skirts and blouses since he can produce them at low cost. Therefore,
- a. Mr. Perera is an effective manufacture and his business will survive in the market place
  - b. Mr. Perera is an efficient manufacturer and his business will die quickly
  - c. Mr. Perera is an efficient manufacturer and his business will die slowly ,
  - d. Mr. Perera is an efficient manufacturer and his business will survive in the market place
- VIII. Backward integration is the integration with
- a. downstream value chains,
  - b. integration with upstream value chains,
  - c. integration with both backward value chains and downstream value chains,
  - d. integration with channel members

- IX. A measure of central tendency that can be calculated from a data set measured through nominal scale is
- a. mode only,
  - b. median only,
  - c. mean only,
  - d. mode and median
- X. A data set measured through an ordinal scale is unable to calculate any of the Measures of dispersion since
- a. mode cannot be calculated for the data set
  - b. mean cannot be calculated for the data set
  - c. median cannot be calculated for the data set
  - d. mode and median cannot be calculated for the data set

### **Part B**

Answer **any Four (04)** Questions

#### **Question No. 02**

- I. Explain why markers should conduct a strategic analysis. How can the results of strategic analysis be evaluated?  
(07 marks)
- II. Differentiate 'micro marketing environment' from 'macro marketing environment.'  
(04 marks)
- III. What are the marketing implications of the concept of 'Strategic Window' introduced by Dereck AAbel  
(04 marks)

**(Total 15 Marks)**

**Question No. 03**

- I. Discuss how each of the ‘value chains’ in the ‘value system’ contributes to increase the customer value highlighting the difference between ‘value chain’ and ‘value system’

(10 marks)

- II. Explain how the five basic markets are connected with each other

(05 marks)

**(Total 15 Marks)**

**Question No. 04**

- I. State the sub-systems and roles of marketing information system

(04 marks)

- II. ‘Assume that you have been assigned to conduct a marketing research on the degree of satisfaction of your colleagues towards the quality of services delivered by the Business School at CIA of Sri Lanka’. You are instructed to:

- a. Design the sampling process for the above study

(05 marks)

- b. Formulate two descriptive hypotheses and two correlational hypotheses

(04 marks)

- III. What does ‘pseudo research’ mean?

(02 marks)

**(Total 15 Marks)**

**Question No. 05**

- I. Explain why marketers should target their market  
(04 marks)
  - II. What is the meaning of the end result of positioning strategy?  
(03 marks)
  - III. Discuss the steps of developing a positioning strategy for your degree programme  
(08 marks)
- (Total 15 Marks)**

**Question No. 06**

‘A company needs to find out all it can about its customers, competitors, and the resources of the company for formulating effective marketing strategies ’

- I. Identify and explain a model that can be used for understanding consumer behavior  
(05 marks)
  - II. Describe how a marketer can perform a competitor analysis  
(06 marks)
  - III. Explain the properties of resources that help the business organization to increase the potential of sustainable competitive advantages  
(04 marks)
- (Total 15 Marks)**

### **Part C**

Answer **any One (01)** Question

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

Marketing has been defined in the literature as the business philosophy, a skill, and a business function. However, combined application of the marketing as a business philosophy and a business function can provide a business organization with productivity gains. This calls for the business organization to act as a team, which requires the application of marketing as a skill. Discuss

**(20 marks)**

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

Company orientations toward market places 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 goes beyond the traditional applications of orientations toward market places” Analyze and comment on this statement.

**(20 marks)**