



**RAJARATA UNIVERSITY OF SRI LANKA  
FACULTY OF APPLIED SCIENCES**

**B.Sc. (General) Degree  
Third Year - Semester I Examination – February/ March 2013**

**MAT 3318 – PRINCIPLES AND PRACTICES OF MARKETING**

**Answer five (05) questions including question number one (01)**

**Time: 3 hours**

01. I. “Marketing can be identified as an only social function”. Do you agree with this statement? Explain your answer using a well known definition of marketing. [04 Marks]
- II. How do you identify various entities that can be contributed to describe the meaning of a product? [04 Marks]
- III. What is core marketing system? Explain your answer highlighting the major components of core marketing system. [06 Marks]
- IV. Briefly describe the stages of target marketing strategy. [05 Marks]
- V. Differentiate the meaning of value creation, value communicating and value delivering with an example. [09 Marks]
02. I. Organizational strategic orientation guided an organization’s alignment with its environment by shaping its strategic attributed and competencies. [08 Marks]
- a. Briefly explain the contribution of social marketing philosophy and holistic marketing philosophy to the marketing discipline.
- II. In the context of marketing philosophy customer is treated through marketing myopia. [02 Marks]
- a. How do you identify the concept of marketing myopia?
- b. Briefly explain the philosophies that began with the marketing myopia. [08 Marks]

03. I. Strategic planning is the managerial process that helps to develop a strategic and possible fit among the firm's objectives, skills, resources with the market opportunities available.
- a. How do you identify the strategic planning gap? [02 Marks]
- b. Diversification strategy and intensive strategy are capable to apply as growth strategies in marketing planning. Explain. [09 Marks]
- II. Explain briefly the major steps of BCG matrix as an evaluation tool. [07 Marks]
04. I. Advertising does not always help to generate purchasing action of a customer. Explain this statement using AIDA model of marketing [10 Marks]
- II. Marketing segmentation can be identified as dividing a market into distinct group with distinct needs, behavior or characteristics which might require separate products or marketing mix.
- a. What are the variables of market segmentation? [04 Marks]
- b. Mention the characteristics of an effective [04 Marks]
05. I. Most producers do not sell their goods directly to the final users. A set of intermediaries stand between them constitute a marketing channel (place) or distribution channel.
- a. How do you identify the place strategy? [02 Marks]
- b. Why channel strategy is important to the marketer on their fields? [04 Marks]
- c. There are two types of channel flow in the distribution strategy. Briefly explain the channel flow with examples. [06 Marks]
- II. Nine strategies have emerged when comparing price verses quality. State them. [06 Marks]

06. Briefly explain the following concepts in marketing discipline.

a. Marketing programme

[03 Marks]

b. Roles in buying behaviour

[06 Marks]

c. Levels of segmentation

[04 Marks]

d. Fad, fashion, and trend

[05 Marks]