



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

**B.Sc. (General) Degree in Applied Sciences
Third Year - Semester II Examination – October/November 2017**

MAT - 3318- Principles and Practices of Marketing

Instructions:

This paper includes six (06) questions.

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

Time: Three (03) hours

Question Number 01

Following statements have been collected from different perceptions of several marketing managers in Sri Lanka. As a rational marketer, give advices on each statement.

- I "The idea of the Marketing says that, "enrich organizational profit through whatever process related to advertising"
(03 Marks)
 - II If you have an idea to start a business, better to consider about the newspaper industry than other business as it lives on growth stage of the business life cycle.
(03 Marks)
 - III There is no methodology to measure the consumer satisfaction"
(04 Marks)
 - IV "Consumer image" is the one and only factor to calculate Consume perceived value.
(04 Marks)
 - V All the marketing philosophies have started from producer needs. Explain
(06 Marks)
- (Total 20 Marks)**

(Total 20 Marks)

Question Number 02

- I. The Management of Bajaj Motor Cycle (BMC) unit has explored that, sales rate of Bajaj Motor Cycle has significantly reduced due to a tax reduction decision on Japan Motor Bike. Further, they understood that, they have enough strength on qualified distributors, and political support than japan sellers have.
- a). Explain the meaning of "Marketing environment" (02 Marks)
- b). What is major Micro environmental factors of BMC, and explain other factors of micro environment? (05 Marks)
- c). What is major Macro environmental factors of BMC, and explain other factors of macro environment? (05 Marks)
- B). If Japan motorcycle needs to collect more information on the Sri Lankan market, what Marketing Information tools are recommended? Explain (08 Marks)
- (Total 20 Marks)

Question Number 03

- I "Although the advertisement is often a central element of a marketing communication program, it is usually not the only one or most important one for sales and building brand and customer equity". Prove this statement. (02 Marks)
- II Munchee Company made a discussion to the public through unclear CCTV advertisement using a woman on a road without any company or brand details. Later they adopted upon CCTV advertisement to explain about Munchee Lemon Puff biscuit with an alliance.
- Discuss about two types of promotions adopted by this company using appropriate communication models. (08 Marks)
- III The major objective of almost Uniliever's promotion is to get consumer **purchase behavior** than other **consumer action**.
What will be the most suitable micro communication model to uniliever promotions? (05 Marks)
- IV How do you select a communication channel to a promotional program? (05 Marks)
- (Total 20 Marks)

Question Number 04

Manchee Biscuit Manufactures have produced many varieties of flavors to satisfy every segment of the Sri Lankan consumers.

- I What is meant by market segmentation? (02 Marks)
 - II What variable could be facilitated by Munchie to their segmentation? Explain. (06 Marks)
 - III How you identify the effective market segment. Explain (05 Marks)
 - IV Finding a distributor is not a simple task to a marketer. Explain what process is suitable to select a distributor to any company? (07 Marks)
- (Total 20 Marks)**

Question Number 05

- I. Some philosophers argue that price, as a more important element in the marketing mix than manufacturing a product.
 - a). Explain three Cs in price setting process (03 Marks)
 - b.) How you explain Penetration Pricing strategy and skimming pricing strategy with product quality. (05 Marks)
 - II. Discuss the stages of the marketing promotional program. (12 Marks)
- (Total 20 Marks)**

Question Number 06

Describe five (05) concepts identified under marketing management discipline.

- I. Positioning strategy
- II. Strategies for less price sensitivity
- III. Push & Pull Strategy with Product Quality
- IV. Internal Marketing Vs Performance Marketing
- V. Purchasing process
- VI. Product mix

(05 * 4 Marks = Total 20 Marks)