



Library
Faculty of Applied Sciences
Rajarata University of Sri Lanka
Mihintale

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

**B.Sc. (General) Degree in Applied Sciences
Third Year - Semester I Examination – November/December 2016**

MAT 3318/ ICT 3310 - PRINCIPLES AND PRACTICES OF MARKETING

Instructions:

This paper includes six (06) questions.
Answer only five (05) questions.

Time: Three (03) hours

Question Number 01

Mr. Sandaruwan was advised by his Father to select a Marketing degree than other degrees as it was the heart of any type of business organization, but Mr. Sandaruwan argued with his father mentioning that, “marketing means selling, it only help to beg from men to sell our goods. Therefore I select anything than marketing”.

- I. Do you agree with Mr. Sandaruwan’s definition about Marketing? Explain your answer defining marketing. (03 Marks)
- II. According to his father, marketing was “Heart of Organization” how you explain this statement identifying marketing as a business philosophy. (05 Marks)
- III. How you differentiate core marketing concepts, from marketing philosophies? (10 Marks)
- IV. Give an example to explain marketing myopia. (02 Marks)

(Total 20 Marks)

Question Number 02

Mr. Jayawardene is the manager of ICT Company and who manages marketing information system to be facilitated its decision making process. On the information, Jayawardane has identified that around five million profit gap when he compared financial records in year 2015 and 2016.

I. What is meant by Marketing Information System?

(02 Marks)

II. Draw a suitable diagram to show the components and it relationship of Marketing Information System

(06 Marks)

III. How you apply growth strategies' to fill upon profit gap?

(12 Marks)

(Total 20 Marks)

Question Number 03

On the comments appeared on TV Magazine 2016, Derana TV is leading on the prime time presenting SIDU teledrama and they are fighting with Sirasa TV's Super Star through Derana dream star program. However TV derana has identified City of Dance as just introduced programe while they have accepted that Dedunnai Adare teledrama has failed.

I. What is meant by "Prime Time"

(02 Marks)

II. Mention all upon strategic business of Derana TV with a BCG or (product Life Cycle) PLC analysis,

(04 Marks)

III. Explain at least two strategies for each stages in the above selected analysis

(10 Marks)

IV. The organization like Derana TV, has to overcome environmental challenges to sustain on their industry. Explain at least four environmental challenges have to be overcome by a service organization.

(04 Marks)

(Total 20 Marks)

Question Number 04

A market segment consists of a group of customers who share a similar set of needs and wants.

- I. What is market segmentation? (02 Marks)
 - II. "A marketer can use at least four segmentation variables to segment a market". Explain (05 Marks)
 - III. The effectiveness of a segment may determine by several factors. Explain those factors. (05 Marks)
 - IV. How you explain concentric, differentiated, and undifferentiated targeting. (05 Marks)
 - V. Explain niche segmentation with an example (03 Marks)
- (Total 20 Marks)**

Question Number 05

- I. Some philosophers argue that Price, Place and Promotion are more important than manufacturing a product.
 - a). Explain three Cs in pricing (03 Marks)
 - b.) How you explain Penetration Pricing strategy and skimming pricing strategy with product quality. (05 Marks)
 - II. Discuss the stages of marketing promotional programe. (12 Marks)
- (Total 20 Marks)**

Question Number 06

Describe any four (04) on following concepts identified under marketing management discipline.

- I. Point of parity vs Point of differences (05 Marks)
- II. Customer value hierarchy vs Products' levels (05 Marks)
- III. Conventional Marketing System Vs Vertical Marketing System (05 Marks)
- IV. Guerrilla Marketing vs Service Marketing (05 Marks)
- V. Product Vs Service (05 Marks)

(05 Mark * 4 = 20 Marks)

END