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

**B.Sc. (General) Degree  
Third Year – Semester I Examination – March / April 2014**

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

**Answer Five Questions only**

**Answer all from Part A and 3 Questions from Part B**

**Time allowed: Three hours**

**Part A**

01. Formally or informally, people and organizations engage in a vast number of activities we could call marketing. Good marketing has become increasingly vital for success.
- a) What is marketing? Explain. (02 marks)
  - b) Explain the role of marketing. (04 marks)
  - c) Explain the following core concepts of marketing
    - i. Needs, wants and demand
    - ii. Market place, Market space and Meta-market
    - iii. Target market
    - iv. Exchange and transactions (06 marks)
  - d) “Marketer should identify different demand states”. Briefly explain different demand states in the market. (04 marks)
  - e) “The product’s perceived ability to satisfy the customers’ needs or need set” we can call as customer value of a product. Explain how to identify the customer value of a Product. (04 marks)
- (20 marks)**
- 02.
- a) Michael Porter has identified five forces that determine the intrinsic long-run attractiveness of a market or market segment. What is the Michael Porter’s Five Forces Analysis? (10 marks)
  - b) Explain the social marketing orientation and the holistic marketing orientation with the examples. (10 marks)
- (20 marks)**

## Part B

03. "A marketer can rarely satisfy everyone in a market. Not everyone likes the same product. Therefore, marketers start with market segmentation."

- a) Three approaches that the marketer can use enter to the market. Briefly explain. (04 marks)
  - b) Explain the requirements for effective segmentation. (05 marks)
  - c) Having evaluated different segments, the company can consider five patterns of target market selection. What are they? (02 marks)
  - d) "To reach a target market, the marketer uses different kinds of marketing channels. Channels carry out different functions and flows". Categorize the channel functions using channel flows. (03 marks)
  - e) After a company has chosen a channel system, they have to take channel management decisions. What are the channel management decisions? Explain. (06 marks)
- (20 marks)**

04. Marketers use numerous tools to elicit the desired responses from their target markets. Marketing mix is the set of marketing tools that the firm uses to pursue its marketing objectives in the target market. Product is one of the important elements in the Marketing Mix.

- a) What are the purposes of new product development? Explain. (04 marks)
  - b) Why do many new products fail in the market? (02 marks)
  - c) What is meant by commercialization in new product development Process?(04 marks)
  - d) Explain the stages in the adoption process of a consumer to a new product.(10 marks)
- (20 Marks)**

05.

- a) There are three levels of strategies can be seen within an organization. Discuss about Corporate level Strategies. (8 marks)
  - b) What is meant by strategic planning gap? What strategies can used to fill this Strategic gap? Explain. (12 marks)
- (20 Marks)**

06. Explain the followings

- a) Sales-promotion
- b) Integrated marketing communications
- c) Emotional appeals
- d) The Boston consulting group approach
- e) Integrative growth

(4×5 = 20 Marks)