



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

B.Sc. (General) Degree in Applied Sciences

Third Year – Semester I Examination – Oct. /Nov. 2015

MAT 3318 – PRINCIPLES AND PRACTICES OF MARKETING

Answer **Five** Questions only

Time allowed: Three hours

01.

- a. “Selling is marketing, but marketing is not selling” explain using a suitable definition.

4 Marks

- b. What is meant by effectiveness and efficiency? Which is the most important thing? Explain using a diagram.

7 Marks

- c. There are many productive ways to break down the market. List down.

2 Marks

- d. What is meant by competition? Explain four types of competition that can be seen in the market place.

7 Marks

Total: 20 Marks

02.

- a. List down five types of marketing orientations and describe each of them with examples.

9 Marks

- b. Explain the Stimulus – Respond model.

4 Marks

- c. What kind of information sources can be used to take a purchasing decision?

4 Marks

- d. Explain the factors influences on the Rate of Adoption.

3 Marks

Total: 20 Marks

03.

- a. Explain the meaning of market segmenting.

2 Marks

- b. Explain the major segmentation variables.

4 Marks

- c. Having evaluated different segments, the company can consider the five patterns of target market selection. Explain.

5 Marks

- d. Briefly explain marketing mix elements.

4 Marks

- e. List down and explain requirements for effective segmentation.

5 Marks

Total: 20 Marks

04.

- a. Why new product development is important to organizational successes?

2 Marks

- b. Evaluate idea with company SWOT and reduce poor ideas and where companies must avoid two types of errors. Explain those errors.

2 Marks

- c. What is the PLC? and write down each step characteristics under sales, costs per customer (unit), profits, and marketing objectives.

10 Marks

- d. What is meant by discriminatory pricing? List down and explain.

6 Marks

Total: 20 Marks

05.

- a. Marketing channels produce five service outputs (customer needs). Explain them.

4 Marks

- b. Explain the push - versus - pull strategy.

3 Marks

- c. The marketer has to identify major alternatives when, taking a channel design decision. Deeply explain each alternative.

10 Marks

- d. List down channel management decisions

3 Marks

Total: 20 Marks

06.

- a. Explain The Boston Consulting Group Approach.

8 Marks

- b. There are three levels of marketing strategies. Explain business level marketing strategies.

6 Marks

- c. Explain Strategies which, are proposed to fill the strategic gap.

6 Marks

Total: 20 Marks