



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

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

IDC - 2203- Principles and Practices of Marketing

Instructions:

This paper includes five (05) questions.

Answer only four (04) questions including question number one (01)

Time: 01 (02) 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 statements.

- 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 newspaper industry than other business as it lives at growth stage of 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)
 - VI There is no difference in between E- Marketing and Mobile Marketing
(05 Marks)
- (Total 25 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 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 factor of BMC, and explain other factors of micro environment? (05 Marks)
- C). What is major Macro environmental factor of BMC, and explain other factors of macro environment? (05 Marks)
- B). If Japan motor cycle needs to collect more information on Sri Lankan market, what Marketing Information Tools are suitable?. Explain (08 Marks)
- II. How do you explain "Opportunity Vs Threat" through examples? (05 Marks)

(Total 25 Marks)**Question Number 03**

- I Communication is not the promotion. Prove this statement. (02 Marks)
- II Munchee Company made a discussion to public through unclear CCTV advertisement using a women on a road without any company or brand details. Later they adopted upon CCTV add to explain about Munchee Lemon Puff biscuit with an alliance.
- This two type of promotions, discuss about two type of communication models. Explain (08 Marks)
- III The major objective of almost Unilever's promotion is to get consumer **purchase behavior** than other **consumer action**.
What will be the most suitable micro communication model to unilever promotions? (05 Marks)
- IV How do you be able to select a communication channel to promotional program? (05 Marks)
- V How you identify pros & cons of internet promotions.

(05 Marks)
(Total 25 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?
(03 Marks)
 - II What variable could be facilitated by Munchie to their segmentation? Explain.
(07 Marks)
 - III All the segment may not be effective. How do you identify the effective market segment among the segments. Explain
(06 Marks)
 - IV "Finding a distributor is not a simple task for a marketer." What process is suitable to select a distributor for any company? Explain
(09 Marks)
- (Total 25 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 do you explain Penetration Pricing strategy and skimming pricing strategy with product quality?
(05 Marks)
 - II. Discuss the stages of marketing promotional program.
(12 Marks)
 - III. Point out the stages of consumer purchasing process
(05 Marks)
- (Total 25 Marks)**

END