



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

**B.Sc. (General) Degree in Information and Communication Technology  
Third Year - Semester II Examination – February / March 2019**

**ICT 3310 - PRINCIPLES AND PRACTICES OF MARKETING**

**Time: Two (02) hours**

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Answer **four (04)** questions only

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1. (a) "Marketing is not only advertising". Define marketing and comment on the statement. (04 marks)
- (b) "An organization never can be successful without marketing". Do you agree? Justify the answer. (06 marks)
- (c) "All marketing philosophies are still practicable". Substantiate with examples. (15 marks)
  
2. (a) Forces of Micro and Macro environment have considerable capacity to vary the effectiveness of marketing program. How do you explain the effect of micro and macro forces on Sri Lankan Potato Marketers? (12 marks)
- (b) Explain in detail about the consumer behavior, from the point of view of a marketing practitioner. (13 marks)

3. (a) On the comments appeared on Sri Lanka Business Magazine 2018, Air-Lanka, Postal authority are listed as loosing companies, while BOC and Sampath bank are ranked as leading brands in the market. Further CBL and Maliban are the competitive companies having considerable growth, but Cargill's bank has been identified as a newly established institute.
- (i) Mention all above companies/brands in a Product Life Cycle (PLC) analysis. (04 marks)
  - (ii) How do you apply marketing mix (4Ps) strategies for every stages of the PLC analysis? Explain. (12 marks)
- (b) What are the options, a marketer can apply to remove the consumer price sensitivity for a product? (04 marks)
- (c) "Marketing intermediaries reduce the marketer total cost". Justify the statement. (05 marks)
4. (a) What is meant by "Promotion"? (04 marks)
- (b) "A marketer should prepare a message, to consumer head, heart and hand" Explain the statement with examples. (06 marks)
- (c) Develop a suitable promotional program, explaining the steps of promotional process, to promote "the Marketing day 2019" program. (15 marks)
5. Describe briefly the following concepts in relation to marketing.
- (a) Point of Parity Vs Point of Differences (04 marks)
  - (b) MASDA vs Five Forces (06 marks)
  - (c) Consumer Buying Process (05 marks)
  - (d) Conventional Marketing System Vs Vertical Marketing System (05 marks)
  - (e) Psychological Segmentation Vs Demographic Segmentation (05 marks)

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