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

**B.Sc. (General) Degree in Information Communication Technology
Third Year - Semester II Examination – October/November 2017**

ICT - 3310- Principles and Practices of Marketing

Instructions:

This paper includes six (06) questions.

Answer only five (05) questions including question number one (01)

Time: Three (03) 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 statement.

- 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 the newspaper industry than other business as it lives on growth stage of the 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)
- (Total 20 Marks)

(Total 20 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 a 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 are major Micro environmental factors of BMC, and explain other factors of micro environment?

(05 Marks)

c). What are major Macro environmental factors of BMC, and explain other factors of macro environment?

(05 Marks)

B). If Japan motorcycle needs to collect more information on the Sri Lankan market, what Marketing Information tools are recommended? Explain

(08 Marks)

(Total 20 Marks)

Question Number 03

- I. "Although the advertisement is often a central element of a marketing communication program, it is usually not the only one or most important one for sales and building brand and customer equity". Prove this statement.

(02 Marks)

- II. Munchee Company made a discussion to the public through unclear CCTV advertisement using a woman on a road without any company or brand details. Later they adopted upon CCTV advertisement to explain about Munchee Lemon Puff biscuit with an alliance.

Discuss about two types of promotions adopted by this company using appropriate communication models.

(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 select a communication channel to a promotional program?

(05 Marks)

(Total 20 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? (02 Marks)
 - II What variable could be facilitated by Munchee to their segmentation? Explain. (06 Marks)
 - III How you identify the effective market segment. Explain (05 Marks)
 - IV Finding a distributor is not a simple task to a marketer. Explain what process is suitable to select a distributor to any company? (07 Marks)
- (Total 20 Marks)**

Question Number 05

- I. Some philosophers argue that price, as a more important element in the marketing mix than manufacturing a product.
 - a). Explain three Cs in price setting process (03 Marks)
 - b.) How you explain Penetration Pricing strategy and skimming pricing strategy with product quality. (05 Marks)
 - II. Discuss the stages of the marketing promotional program. (12 Marks)
- (Total 20 Marks)**

Question Number 06

Describe five (05) concepts identified under marketing management discipline.

- I. Positioning strategy
- II. Strategies for less price sensitivity
- III. Push & Pull Strategy with Product Quality
- IV. Internal Marketing Vs Performance Marketing
- V. Purchasing process
- VI. Product mix

(05 * 4 Marks = Total 20 Marks)