RAJARATA UNIVERSITY OF SRI LANKA
FACULTY OF APPLIED SCIENCES

B.Sc. (General) Degree in Applied Sciences
Second Year Semester II Examination – September/October 2020

IDC 2203 – PRINCIPLES AND PRACTICES OF MARKETING

Time: Two (02) hours

This paper includes five (05) questions.
Answer only four (04) questions including the question number one (01).

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01. Following statements are collected from several marketing managers who have different perceptions on marketing in Sri Lankan companies. Critically evaluate the following statements mentioning whether you agree or disagree. Provide reasons to justify your answer.

    a) The real meaning of marketing is "cheating customers".   (04 marks)
    b) There is no difference between "customer" and "consumer".   (04 marks)
    c) Customer value hierarchy is explained by the product levels.   (06 marks)
    d) Fad has a capacity to become Fashion and Trend.   (06 marks)
    e) 'Marketing myopia" upgrades the company profits.   (05 marks)

02. COVID-19 is a good example for the environmental uncertainty. This global pandemic has negatively affected many industries in the world.

    a) i. What is meant by Marketing Environment?   (02 marks)
       ii. Briefly explain any four (04) factors that affect the marketing environment.   (04 Marks)

    b) COVID-19 has generated many business threats as well as opportunities for some industries globally. What is meant by an opportunity? Mention any five (05) industries or businesses which are affected positively by this global pandemic. Explain your answer using market examples where required.   (10 Marks)

    c) Major star hotels in Sri Lanka have lost their international tourism demand due to huge threats generated by the COVID-19 pandemic. As a marketing manager of a major star hotel in Sri Lanka, explain at least four (04) marketing strategies you can suggest to attract new customer segments to overcome this issue.   (09 marks)

03. Ceylon Biscuits (Munchee) Limited (CBL) has produced variety of biscuits to satisfy every segment of the Sri Lankan market.

    a) What is meant by market segmentation? Mention three (03) examples of CBL, which are related to three (03) market segments.   (08 Marks)

    b) The effectiveness of each segment must be evaluated through the five forces model. As a member in the marketing team of this company, explain the application of five forces model to select a segment for your favorite biscuit in CBL.   (10 Marks)

    c) Define "marketing intelligence system". Maliban Biscuit Manufactories Limited (MBML) should have a sound marketing intelligence system to face the competition given by the CBL. Give an example to prove that MBML has a better intelligence system than CBL. Explain your answer.   (07 Marks)

04. New foreign investors must identify the factors affecting the consumer behavior in Sri Lanka, as "Made in Sri Lanka" is the current trend among all Sri Lankan.

    a) Explain your answer mentioning the factors affecting consumer behaviour.   (12 Marks)

    b) In spite of having a reputed brand, multinational strength, and huge distribution channels, ANCH●R milk powder has lost their leading position in Sri Lankan market. Hence, the relevant manufacturing company should conduct 'a marketing research' to identify this issue. How do you assist this company explaining the steps of marketing research?   (13 Marks)

05. Briefly describe

    a) Product vs Production Philosophy.   (05 Marks)
    b) Components of the Holistic Marketing Concept.   (05 Marks)
    c) Point of Differences as a Positioning Strategy.   (05 Marks)
    d) Consumer Perceived Value.   (05 Marks)
    e) Marketing Mix.   (05 Marks)

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