



RAJARATA UNIVERSITY OF SRI LANKA
FACULTY OF APPLIED SCIENCES

Bachelor of Science in Applied Sciences
Second Year - Semester II Examination – Jan/Feb 2023

IDC 2203 – PRINCIPLES AND PRACTICES OF MARKETING

Time: Three (03) hours

Answer **five** questions only.

1. a) Define 'Marketing Management'. **(02 marks)**

b) Identify any three core marketing concepts and briefly explain those concepts. **(09 marks)**

c) "Along with the time, the business world identified the importance of marketing and the ways of practicing marketing activities. This led to identify different market philosophies and how the businesses view their market."

i. List down six marketing philosophies.

ii. Describe any two market orientations and provide examples where necessary. **(09 marks)**

2. a) Companies can't appeal to all the customers in the marketplace. Hence it is important to select the best set of customers to serve. Briefly discuss STP strategies. **(06 marks)**

b) Briefly explain the tri component model of attitude (ABC model) with an example. **(06 marks)**

c) Culture can be defined as "Sum total of learned ideas, beliefs, values, knowledge and customs that regulate the behavior of members of a particular society". Explain the impact of culture on consumer behavior with examples. **(08 marks)**

3. "The marketing mix is a set of marketing tools that the business firms use to pursue its marketing objectives by influencing their customers."
- List down 7Ps in Services Marketing. **(04 marks)**
 - Explain what is 'branding' and how branding helps marketers. **(06 marks)**
 - The product life cycle theory explains how a product goes through its life-cycle. Explain the 'product life cycle' theory and describe how it links with the BCG matrix. **(10 marks)**
4. a) List down the pricing strategies that can be used to determine the price of a product. **(06 marks)**
- Distribution decision is very critical to effectively reach the product to its end consumer. Describe the importance of using intermediaries for a company. **(06 marks)**
 - Integrated marketing communications (IMC) takes advantage of the effective management of the communication channels. Describe the components of the promotional mix and provide examples for each. **(08 marks)**
5. a) State the importance and challenges of international marketing. **(04 marks)**
- Developing alternative marketing strategies require more creativity and imagination. Discuss any two alternative marketing strategies. **(06 marks)**
 - Explain four unique characteristics of services. Provide examples where necessary. **(10 marks)**
6. Briefly Describe any four of followings:
- Marketing Myopia
 - Selective, intensive and exclusive distribution channels
 - Flower of service model
 - Standardization vs. Adaptation
 - Customer relationship management
- (20 marks)**

---END---