



UNIVERSITY OF COLOMBO, SRI LANKA

UNIVERSITY OF COLOMBO SCHOOL OF COMPUTING

BACHELOR OF SCIENCE IN INFORMATION SYSTEMS

Academic Year 2014/2015 - Second Year Examination - Semester 1 - 2015

IS 2003 - Marketing

TWO (2) HOURS

To be completed by the candidate

Examination Index No:

Important Instructions to candidates:

- 1. The medium of instruction and questions is **English**.
- 2. If a page or a part of this question paper is not printed, please inform the supervisor immediately.
- 3. Note that questions appear on both sides of the paper. If a page is not printed, please inform the supervisor immediately.
- 4. Write your index number on each and every page of the question paper.
- 5. This paper has 4 questions and 11 pages.
- 6. Answer **ALL** questions. All questions carry equal marks (**25** marks).
- 7. Any electronic device capable of storing and retrieving text including electronic dictionaries and mobile phones are **not** allowed.
- 8. Non-programmable calculators are **not allowed**.

For Examino	er's use only
Question No	Marks
1	
2	5
3	
4	
Total	

á	a. State three (3) market segmentation types and explain them briefly. [6 mag	ırks
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ł	o. Briefly descri	ibe the importance of identifying a segment to promote a business. [5 ma	ırks
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-	Describe three (3) target marketing strategies.	[6 marks]
d.	You are the marketing manager of a milk powder production	
		n company.
	i. State two (2) market segments with examples for wh	

a Briefly explain how	v legal and technological factors affect digital marketing	,
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b. Briefl	y explain the two (2) changes the Internet has brought to marketin	g. [5 marks]
rja danadaja	or the which golden are guide page of the least teaching decreases.	tore.
c. Distin	guish the difference between inbound and outbound marketing.	[4 marks]

advant4141 C	ated content in operating marketing for the comp	
advantages that the fi	irm can experience from the above concept.	[10 marks]

a. Explain the	e meaning of 'Market Research'.	[3 marks
b. Briefly exp	lain two (2) advantages of conducting a market	research for a business
organizatio	n.	[5 marks

o Voy are a manhamat	the marketing research team of a company. You need to conduct
	the marketing research team of a company. You need to conduct
	troducing a product. Explain the steps you will follow in doing th
market research and y	you may provide examples to support your answer. [10 marks]
	and the entire value (2) advertising a liberal

i. Si	tate the determinants of CRM.	[2 marks
	ist five (5) techniques that can be introduced by a firm lationship with its customers.	n to develop a positive
1 - 9		
a. State five	(5) marketing communications in digital environment	t. [5 marks]
-		

b. List the steps of dig	gital marketing planning process.	[6 marks]
c. Briefly explain Mic	chael Porter's competitive strategies.	[6 marks]
4.		
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