



**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 Examiner's use only**

Question No	Marks
1	
2	
3	
4	
Total	

1. The products in the market are developed to fulfill the needs of different segments.

a. State three (3) market segmentation types and explain them briefly. [6 marks]

<p>Answer for question 1a:</p> <p>Three (3) market segmentation types are:</p> <ol style="list-style-type: none"> <li><b>Geographic Segmentation:</b> Dividing the market into different geographical areas such as countries, regions, cities, etc.</li> <li><b>Demographic Segmentation:</b> Dividing the market into different groups based on age, gender, income, education, etc.</li> <li><b>Psychographic Segmentation:</b> Dividing the market into different groups based on lifestyle, values, attitudes, etc.</li> </ol>
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b. Briefly describe the importance of identifying a segment to promote a business.

[5 marks]

<p>Answer for question 1b:</p> <p>Identifying a segment is important for a business because it helps them to:</p> <ol style="list-style-type: none"> <li>Understand the needs and preferences of their target audience.</li> <li>Develop products and services that meet those needs.</li> <li>Choose the most effective marketing channels to reach their target audience.</li> <li>Set realistic sales and profit targets.</li> <li>Allocate resources more effectively.</li> </ol>
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c. Describe three (3) target marketing strategies.

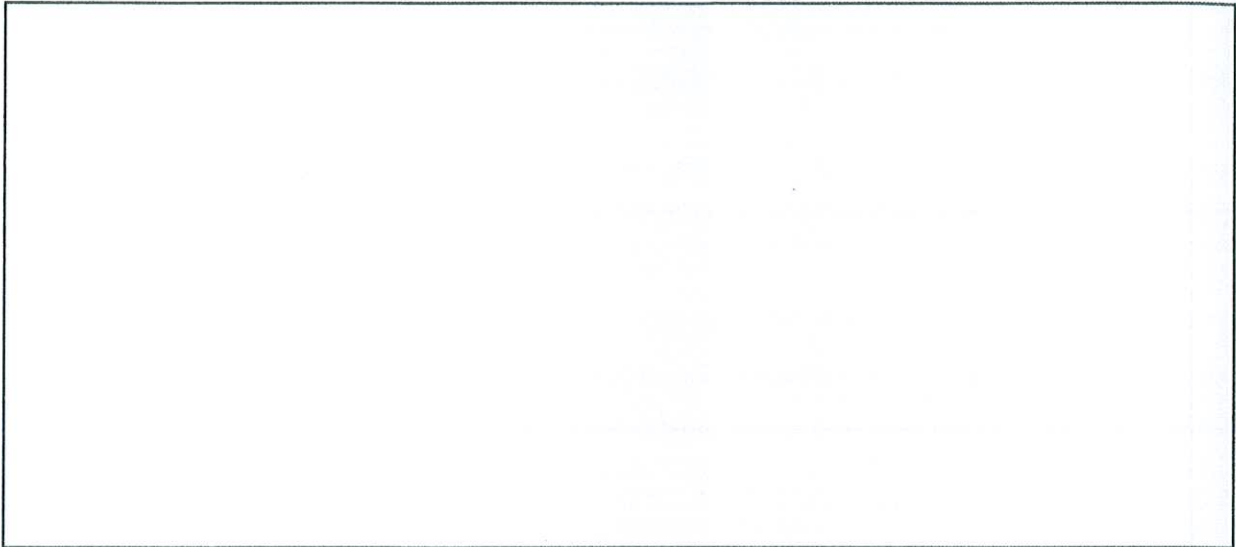
[6 marks]

d. You are the marketing manager of a milk powder production company.

i. State two (2) market segments with examples for which the company can produce milk powder.

[4 marks]

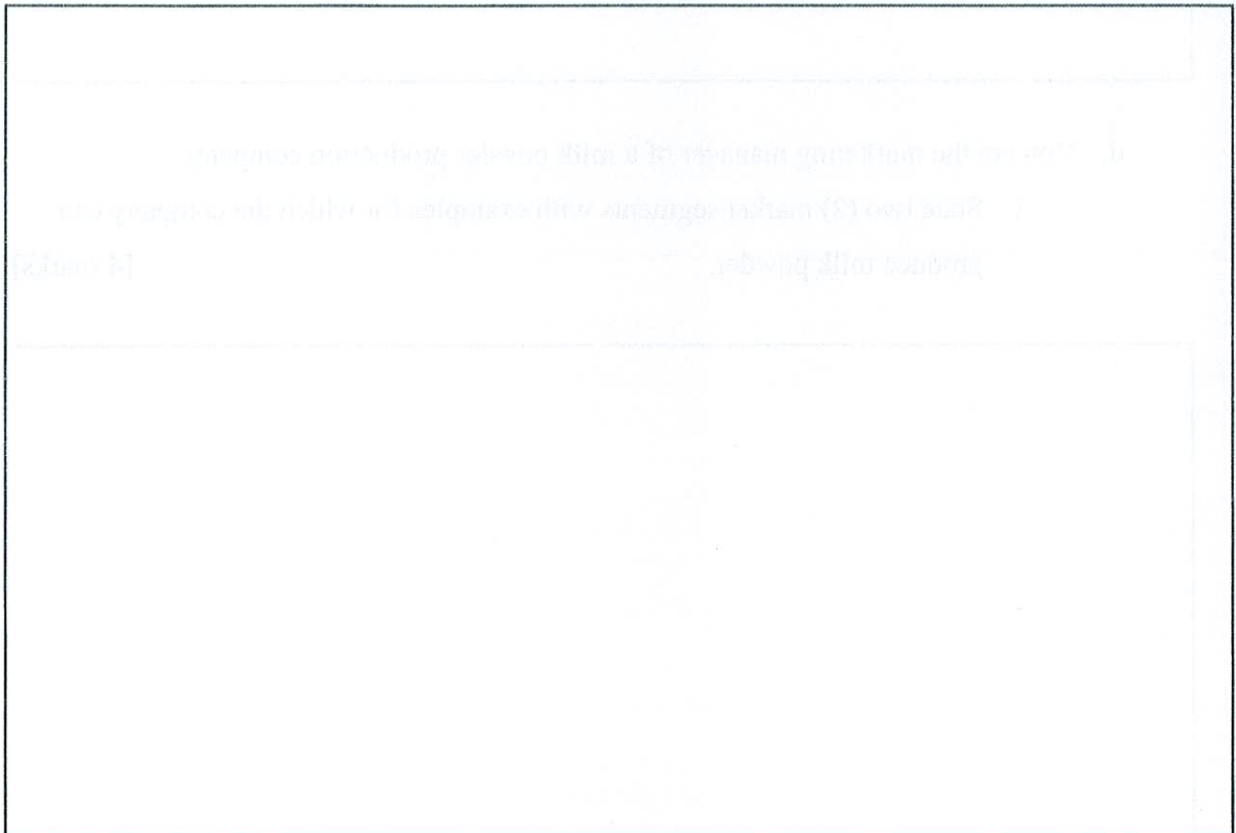
- ii. Develop a brand perpetual map for your milk powder company. [4 marks]



2.

- a. Briefly explain how legal and technological factors affect digital marketing.

[6 marks]



- b. Briefly explain the two (2) changes the Internet has brought to marketing. [5 marks]

- c. Distinguish the difference between inbound and outbound marketing. [4 marks]

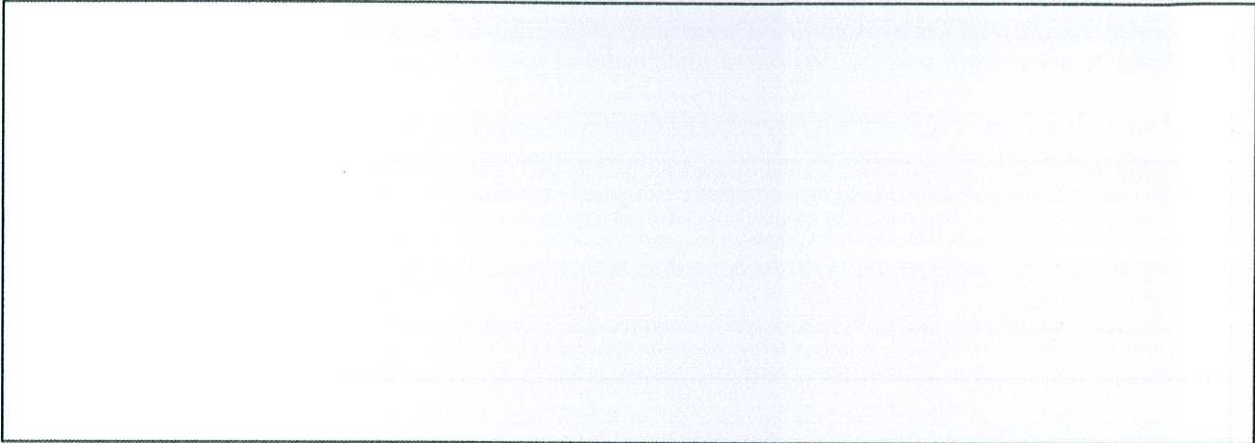
- d. ABC Company produces pizzas and its marketing team wants to introduce social media and consumer generated content in operating marketing for the company. State five (5) advantages that the firm can experience from the above concept. [10 marks]



3.

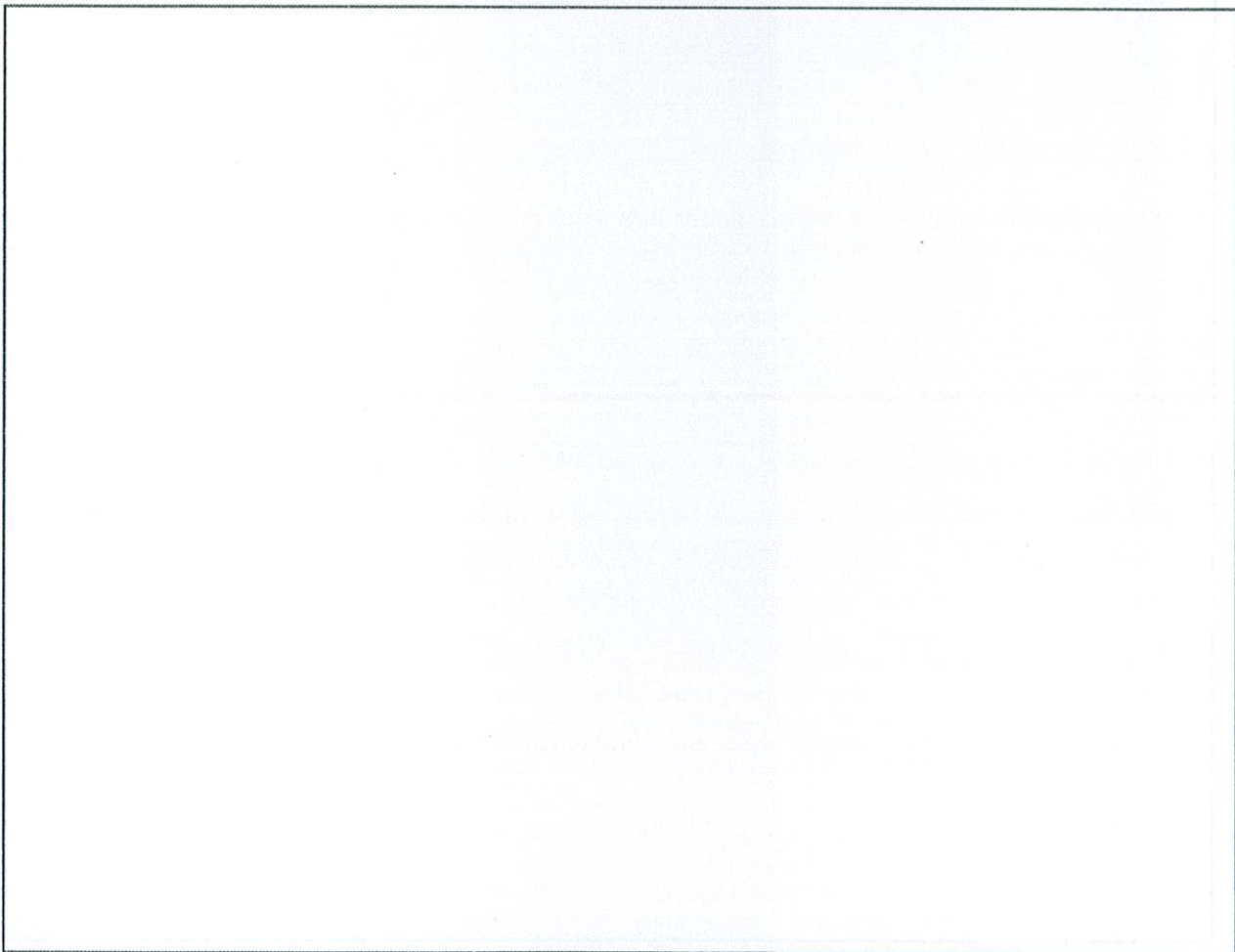
a. Explain the meaning of 'Market Research'.

[3 marks]



b. Briefly explain two (2) advantages of conducting a market research for a business organization.

[5 marks]



- c. You are a member of the marketing research team of a company. You need to conduct a market research on introducing a product. Explain the steps you will follow in doing the market research and you may provide examples to support your answer. [10 marks]



d. Customer Relationship Management (CRM) is important for a firm.

i. State the determinants of CRM.

[2 marks]

ii. List five (5) techniques that can be introduced by a firm to develop a positive relationship with its customers.

[5 marks]

4.

a. State five (5) marketing communications in digital environment.

[5 marks]

- b. List the steps of digital marketing planning process. [6 marks]

- c. Briefly explain Michael Porter's competitive strategies. [6 marks]

- d. Describe four (4) key components of the Digital Marketing Strategies. [8 marks]

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