UNIVERSITY OF COLOMBO, SRI LANKA

UNIVERSITY OF COLOMBO SCHOOL OF COMPUTING

BACHELOR OF SCIENCE IN INFORMATION SYSTEMS

Academic Year 2015/2016 - Second Year Examination - Semester I - 2016

IS2003 - 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 **15** 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/programmable calculators are **not allowed**.

For Examiner's use only	
Question No	**Marks**
1	
2	
3	
4	
Total	

1)

a) The Marketing concept has evolved throughout the years from the Production concept to the Holistic Marketing concept.

    i) State two (2) differences between the 'Selling concept' and the 'Marketing concept'.

                                                                          [2 marks]

    ii) The marketing environment consists of two components, namely the Micro environment and the Macro environment. Briefly explain why it is important to analyse the marketing environment.

                                                                          [2 marks]

4ps of marketing
product price place promotion in order to establish a proper and suitable marketing mix to the organization
ii should be consider about the place of the marketing the environment

iii) What is Internal Marketing and explain why it is important to an organization using an example.

[4 marks]

b) 'Market segmentation is the process of dividing an overall market into sets of consumers that have similar needs or similar characteristics.'

i) Tom wants to start a travel agency. And he needs to segment the market for his promotional activities. State two (2) market segments with examples for 'Tom's Travel Agency'.

[2 marks]

ii) Write down the nine (9) steps of the market segmentation process. [4 marks]

defining the market for the organization
create market segments
evaluate market segments
create segmentation profiles
evaluate the attractiveness of the profiles
select the target market
definr a possitioning stategy
implement marketing mix

c) What is the usefulness of creating a brand perceptual map? [3 marks]

d) What are the four (4) target marketing strategies? Explain with examples.   [8 marks]

Total = 25 Marks

2)

a) Gihan has a restaurant. It is located near by a crowded city X, and also this location is very close to a school and several offices. The restaurant is open until midnight. He is delivering goods free if the order is above Rs.1000/= and if the order is within the city limits. Currently, he has a website for his business. He needs to develop a user friendly mobile app for his restaurant business and allows the customers to download this app freely from the website. People can make orders and pay via the website or the mobile app. Payments can be done on cash on delivery basis as well.

State how Gihan can apply the strategies given below for his business.

[2 X 6 = 12 marks]

- Content Marketing

- Cause Marketing

- Call to Action (CTA) Marketing

- Seasonal Marketing

- Close Range Marketing

- Personalized Marketing

b) List down the five (5) steps of a marketing plan?   [3 marks]

situaton analysis
define the target market
initiate the marketing gole
develop the marketinng strategy
budgeting

c) Market research finds information about marketing mix, customers, and competitors to satisfy the needs. Briefly explain why should you conduct a marketing research?

[4 marks]

in order to identify the perfect marketing strategies that suits your organuzation
to measure the performance
to abalyze the positioning of the organization
to gain competitive analysisi
to define oppertiunities of the market
monitor market performances
to get proper understanding about the marketing process

d) Briefly explain the three (3) main sources of information in a Marketing Information System (MIS)?

[6 marks]

internal companty information
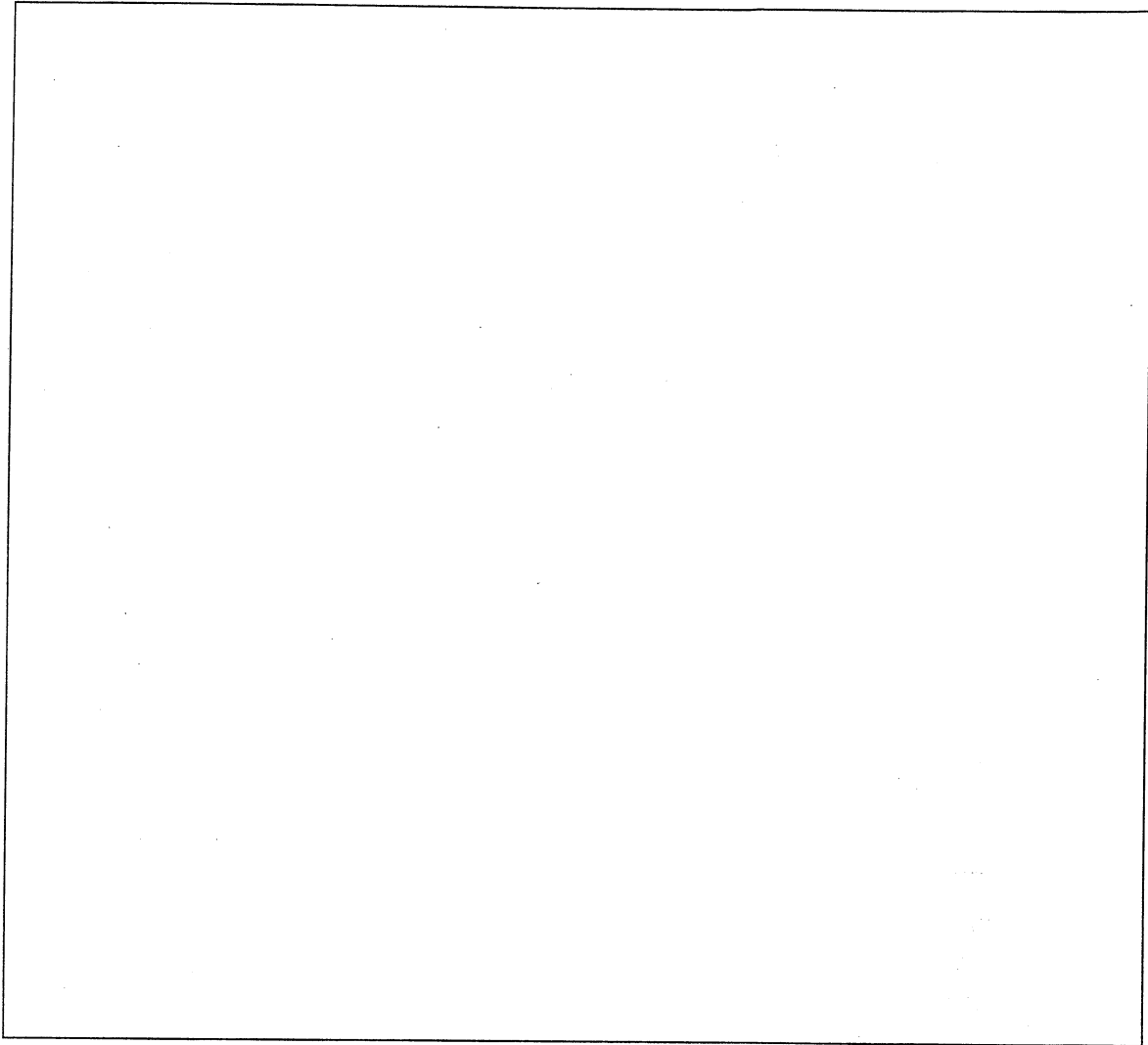marketing intelligennce
market research

3)

a) "Consumer psychology is the study of how people relate to the products and services that they purchase or use". How can Consumer Psychology be helpful for consumer businesses to improve their current products and/or develop new ones?   [3 marks]
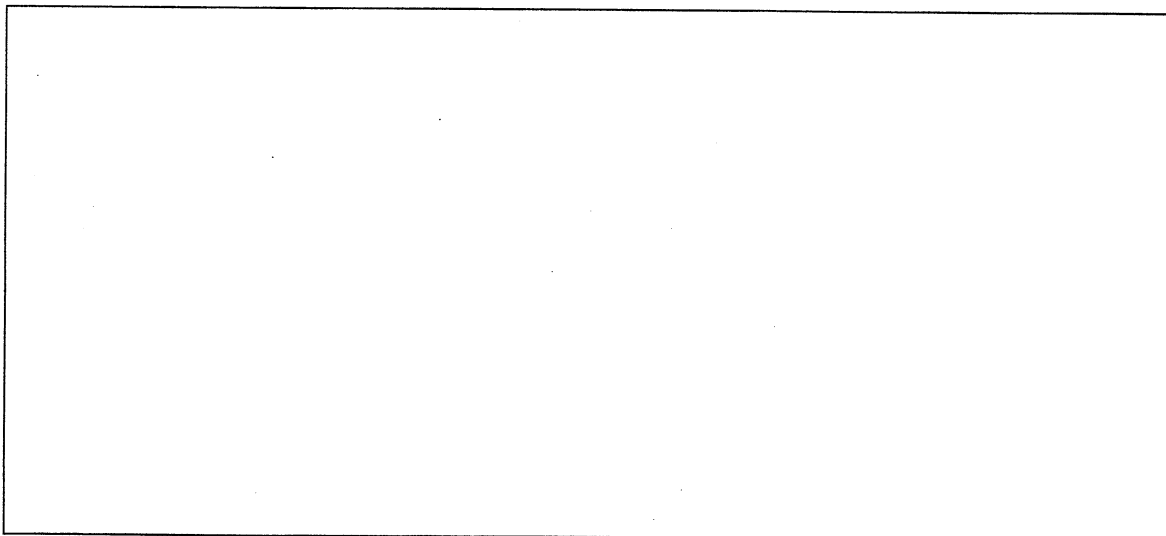
b) What are the three (3) dimensions which consumers value in any product or service? Explain them briefly with examples.   [6 marks]

c) Siripala wants to start a Taxi service in Sri Lanka. Currently there are local and international players like "PickMe", "Uber", etc., in the Sri Lankan market in addition to traditional taxies and three-wheelers. So, Siripala needs to gain the competitive advantage in order to enter and survive in the market.

Using the marketing mix, develop marketing strategy for Siripala to gain the competitive advantage. [14 marks]

d) "The cost of winning back a lost customer is higher than the cost of retaining current customers". Do you agree with this statement? Justify your answer.   [2 marks]

Total = 25 Marks

4)

    a) One way to make sure you are found on the web is with an optimized digital marketing strategy.

      i.   Explain how IoT (Internet of Things) can help in marketing.   [4 marks]

      ii.   What are PPC (pay per click) and Search Engine Optimization (SEO) (or Organic search and paid search)? Write down two (2) advantages and two (2) disadvantages of each method.   [4 marks]

iii. Briefly explain what are 'Opt-in' and 'Opt-out' emails means? [2 marks]

iv. Mention two (2) digital planning frameworks/tools and briefly explain the components of them. [6 marks]

sastac
race

s situation analysis
o objectives
s strategy
t tactics
a action
c control

RACE
reach
act
convert
engage

b) Provide one (1) example for each Paid, Owned and Earned media. [3 marks]

c) Briefly explain 'Analogs' and 'Mainstreamers' in digital user segmentation. [3 marks]

digital user segmentation baagatha yuthui

d) Measuring marketing performance is an important aspect in marketing. Briefly explain the following terms.

[1 x 3 = 3 marks]

- Customer life time value

- Bounce rate

- Net Promoter Score

Total = 25 Marks

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