



INSTITUTE OF HUMAN RESOURCE ADVANCEMENT
UNIVERSITY OF COLOMBO, SRI LANKA
Masters Degree in Business Management - Course No.01
2nd Semester Examination
(Held in July, 2013)
MBM 06 – Marketing Management

Instructions to the Candidates

- (1) Total number of pages – Two (02)
- (2) Total number of questions - Five (05)
- (3) Answer all questions.
- (4) If a page or a part of this question paper is not printed, please inform the Supervisor immediately.
- (5) Time allocated for the examination is three (03) hours.
- (6) Write your index number in all pages of answer script.
- (7) Tie up all answer sheets at the end of the examination.

1. i. "Marketing has often been defined in terms of satisfying customers' needs and wants. However, marketing goes beyond that and creates needs and wants that did not exist before." Do you agree with this statement? Explain your answer with suitable examples.

(10 Marks)

- ii. Discuss why marketers need more holistic approach to present environment and explain the components of holistic marketing concept.

(10 Marks)

(Total 20 Marks)

2. i. "Customer loyalty and relationship are basically dependent on customer perceived value" Explain how your organization is offering value to your customers and new tactics they adopt to enhance customer value in order to upturn customer satisfaction.

(10 Marks)

- ii. Marketing concept is not concerned customer long term wellbeing and relationship. Therefore, it is not align with customer life time value. Do you agree with this statement? Explain your answer with justification.

(10 Marks)

(Total 20 Marks)

3. i. Explain different characteristics, marketing objectives, and appropriate marketing strategies at different levels of product life cycle with examples.

(10 Marks)

- ii. 'New product development is vital but risky.' Describe this statement by emphasizing benefits of the new products, reasons for failure, and its process.

(10 Marks)

(Total 20 Marks)

4. i. How should a company adapt its pricings to meet varying circumstances and opportunities?

(10 Marks)

- ii. "Too low price no potential profit and too high price no potential customers." Explain.

(10 Marks)

(Total 20 Marks)

5. i. "Single channel design is not effective for all types of products and situations." Explain this statement with examples.

(10 Marks)

- ii Explain marketing communication effects using response hierarchy models.

(10 Marks)

(Total 20 Marks)

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