

SOUTHEASTERN UNIVERSITY OF SRI LANKA
SECOND EXAMINATION IN BACHELOR SCIENCE (INFORMATION
TECHNOLOGY FOR MANAGEMENT STUDIES) - 2008 / 2009

SEMESTER -I, JUNE - 2010

ITMS 2113 – MARKETING MANAGEMENT

Answer All Questions.

Time: 03 Hours

Question 01

- I. Define Customer Orientation and briefly explain the benefits it would provide an organization. (05 marks)
 - II. Explain briefly at least five (5) recent important trends within the marketing field. (05 marks)
 - III. Outline the steps involve in a target marketing process. (05 marks)
 - IV. Differentiate between Push and Pull communication strategies. (05 marks)
 - V. What are the marketing objectives and appropriate strategies in the maturity stage of the product life cycle (PLC)? (05 marks)
 - VI. What are the components of Marketing Information System (MKIS)? Briefly explain each of the elements. (05 marks)
 - VII. What are the characteristics of services? How dose the marketing mix for services differ from marketing mix for products? (05 marks)
 - VIII. What are the major challenges posed by the natural environment to current marketer? (05 marks)
- (Total Marks 40)**

Question 02

Explain the stages of consumer buying decision process by select a product or service of your own choice and briefly explain how Sri Lankan cultural, social and personal factors influence behavior of consumers of the above selected product or service.

(12 marks)

Question 03

A brand can convey many levels of meaning to customers and contribute towards marketing effectiveness. Briefly explain the six levels of meaning a brand can convey and what contribution does branding make towards marketing effectiveness?

(10 marks)

Question 04

Senior management has called a meeting to discuss the pricing strategies for a new product which is to be launched shortly. Since Accounting and Production department had different views towards strategic perspective on pricing, you are asked to brief them on Three C's (3 C's) pricing methods and possible price based promotions.

(14 marks)

Question 05

Assume you are working for a U&V Bank. Your Manager has asked you to prepare a report for the Board of Directors outlining the strategies of improving service to customers by making available your services more closer and convenient ways to reach customers.

Prepare an outline report on the distribution strategies for U&V Bank.

(12 marks)

Question 06

A company's total marketing communication mix (promotional mix) should consist of right blend, and it should deliver one voice to the audience through the integrated communication mix.

Briefly explain the steps in developing effective communications strategy.

(12 marks)

(Total marks 100)