

SOUTH EASTERN UNIVERSITY OF SRI LANKA

SECOND EXAMINATION IN BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY
 FOR MANAGEMENT STUDIES – 2009 / 2010
 SEMESTER – I, AUGUST 2011

(R)
 ITMS 2113 MARKETING MANAGEMENT

Answer **all** questions.

Time: 03 hours

Question: 01

- a) Define Marketing Management and briefly explain the core concepts of marketing.
- b) Services marketing mix go beyond the traditional physical marketing mix. How does physical marketing mix differ from services marketing mix?
- c) Briefly explain the components of Marketing Information System (MKIS) and its importance for the decision makers.
- d) What is the importance of analyzing marketing environment to a marketer? Identify few recent trends in the demographic environment of Sri Lanka.
- e) Briefly explain the concepts of New Product Development (NPD) and Product Life Cycle (PLC)

(6 Marks each. Total 30 Marks)

Question: 02

- a) Explain why behavioural variables are considered as the most appropriate starting points for constructing market segmentation. By taking an example briefly explain what variables you would use to segment it.

(10 Marks)

- b) Explain the Five-Stage Model involved in the buying decision process by selecting a product or service of your choice.

(10 Marks)

(Total 20 marks)

Question: 03

Assume your company is in the process of finalizing the Pricing Strategy for its new product of fairness cream. Explain in brief how you would go on analyzing the factors in setting the price and recommend the possible price based promotions for this new product.

(15 Marks)

Question: 04

- a) List out the factors that you would consider in developing the distribution strategy and explain how you would design a distribution network for a product or service of your choice.
- b) Briefly explain the implications of the modern technological development on the distribution strategy of an organization (Give examples).

(15 Marks)

Question: 05

- a) By taking a product or service as an example of your choice explain how and what media you would choose to advertise the product or service and what sales promotional techniques you may suggest to promote this product or service.

(15 Marks)

- b) Compare between 'Push' and 'Pull' communication strategies.

(05 Marks)

(Total 100 Marks)