

SOUTH EASTERN UNIVERSITY OF SRI LANKA

SECOND EXAMINATION IN BACHELOR OF SCIENCE IN MANAGEMENT AND INFORMATION TECHNOLOGY -2010/2011

SEMESTER-I, JULY/AUGUST-2012

MIT 21013 - MARKETING MANAGEMENT

Part - A is compulsory and answer other four questions choosing at least two questions from Part - B and from Part - C.

Time: Three Hours

PART A

Question 1

Read the following case and answer the question given at the end of the case.

The herbal shampoo is valued at around Rs. 100 million. Nyle, Ayur and Dabur are some of the established brands in the market. Lovox (Lanka) Ltd has introduced a premium herbal shampoo with variants like shikakai and vora, amla and henna priced between Rs. 300 and Rs. 400 (500 ml) for different types of hair. The benefits offered by the variants range from extra protection and nourishment to colour, body and bounce. The shampoos have been launched under the brand name Premium and targeted at urban housewives with a monthly household income of Rs. 50,000. The brand is distributed through 15,000 retail outlets and 50 Garkeels super markets. The company has planned only point of purchase posters initially and may consider the electronic media later. The brand has been promoted with an annual advertising expenditure of Rs. 100 million.

You are required to answer the following questions.

- I. What kind of marketing strategies would you suggest for Premium brand shampoos? (15 Marks)
 - II. What factors you consider when formulate advertising strategies for Premium? (05 Marks)
 - III. As a consultant for Lovox (Lanka) Ltd, suggest positioning strategies for Premium shampoos. (08 Marks)
- (Total 28 Marks)

PART - B

Question 2

- I. Discuss the importance of micro environmental factor in shaping marketing strategy of an organization. (08 Marks)
 - II. Explain with examples how uncontrollable marketing environmental factors affect organization. (10 Marks)
- (Total 18 Marks)

Question 3

- I. Entry into overseas markets may force companies to modify their products and their communication campaigns. Discuss this statement and give examples to support your recommendations. (08 Marks)
 - II. What are the modes of entry available to marketers engaged in international marketing? Explain. (10 Marks)
- (Total 18 Marks)

Question 4

What are the distinctive features of service marketing? Highlight the role of additional marketing mix elements appropriate for the services marketing.

(18 Marks)

Question 5

- I. Explain the concept of product life cycle. (06 Marks)
- II. What are the probable strategies that companies can adopt for each stage of the product life cycle? Use examples to support your answers. (12 Marks)

Question 6

- I. What is a new product? (02 Marks)
- II. Explain the steps in new product development process. (08 Marks)
- III. What are the causes for the new product failure? (03 Marks)
- IV. Why is price considered to be one of the most flexible elements of the marketing mix? Explain what are the factors influencing the price of a product? (05 Marks)

(Total 18 Marks)

PART - C

Question 7

- I. Discuss the factors affecting consumer buying behavior with suitable examples. (10 Marks)
- II. Explain the stages in the buying decision process. Use an example. (08 Marks)

(Total 18 Marks)

Question 8

- I. Explain ICT's contribution to the Marketing Information System. (06 Marks)
- II. Discuss the role of marketing research in the marketing information system. (06 Marks)
- III. Briefly explain steps in conducting a marketing research. (06 Marks)

(Total 18 Marks)

Question 9

- I. Define the term 'Marketing' (02 Marks)
- II. What is green marketing? Explain its importance in the global scenario. (04 Marks)
- III. Discuss how modern customer oriented organization chart differs from traditional organization chart. (06 Marks)
- IV. Explain the role and importance of marketing department internal relationship with other departments inside the organization. (06 Marks)

(Total 18 Marks)

Question 10

"Key marketing decision making involves segmentation, target marketing and positioning".

Discuss the statement with examples of your choice.

(18 Marks)

Question 11

- I. Describe the potential of TV and radio advertising and the impact that IT trends in the digital age have on the effectiveness of such advertising. (09 Marks)
- II. It is recognized that the internet has made a significant impact on the way companies sell their products and services. Summarize the main ways in which you think the internet has assisted the sales function. (09 Marks)

(Total 18 Marks)