Candidate’s Registration Number
(As per in the examination admission form / Student ID)

| 0 | 0 | 0 | 0 | 0 |

For Examiner’s use only

<table>
<thead>
<tr>
<th>Part One</th>
<th>1st Marker</th>
<th>2nd Marker</th>
<th>Final Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Question 01</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Part Two</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question No.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question 02</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question 03</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question 04</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question 05</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question 06</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question 07</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question 08</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question 09</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question 10</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Question 11</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Second Examiner’s Comments

| Part Three |             |             |             |
| Question No. |             |             |             |
| Question 12 |             |             |             |
| Question 13 |             |             |             |
| Question 14 |             |             |             |
| Question 15 |             |             |             |

Total
Instructions to Candidates

There are three parts in this question paper.

Part One

- This part has 40 multiple choice questions. It is a compulsory section. Candidates are expected to select the most suitable answer and tick the selected answer in the given box in the question paper itself.

Part Two

- Candidates are expected to answer the questions in the space provided in the question paper. All answers are compulsory.

Part Three

- Candidates are expected to answer only two questions out of four.
- Answers should be written in the additional supplementary answer sheets provided and they should be attached to the question paper itself.

Other Instructions

- State your Registration Number on the front cover of the answer book and on each and every additional paper attached to it. Your name must not appear anywhere in the answer book or answer scripts.
- Always start answering a question on a new page.
- You are reminded that answers should not be written in pencil or red pen except in drawing diagrams.
- Answer the questions using:
  - Effective arrangement and presentation
  - Clarity of expression
  - Logical and precise arguments
- Illegible hand writing will be penalised.
PART ONE

Read the question and select the most appropriate answer
Tick your choice in the given space

Question 01

Question 1.1
Fill in the blanks with the appropriate words in the correct sequence.

Marketing is the management process responsible for ________________, anticipating and ________________ customers’ requirements ________________.

- a) Identifying, satisfying, profitably
- b) Marketing, producing for, satisfying
- c) Internal marketing, identifying, satisfying
- d) Communicating, identifying, profitably

Question 1.2
Which of the following will be considered as a marketing philosophy by organizations who have adopted marketing?

- a) Focus on competitor activities
- b) New products must be developed continually irrespective of need
- c) The organization must focus on selling every product in the portfolio
- d) The customer is at the centre of everything the organization does

Question 1.3
Marketing myopia refers to:

- a) “Short sightedness”—companies tend to focus on the product rather than on customer needs
- b) When the consumer perceives a difference between the desired and current state of affairs
- c) Meeting the specific requirements of every single individual consumer
- d) “Short sightedness”—companies tend to focus on competitor activities rather than product development

Question 1.4
The three additional elements of the extended marketing mix are:

- a) Product, people and process
- b) Product, people and physical evidence
- c) People, process, and physical evidence
- d) People, resources and physical evidence
Question 1.5
Fill in the blank with the appropriate word.

In a ________________, the horizontal divisions are diminished or in some cases removed completely to allow integration between functions.

[ ] a) Functional structure
[ ] b) Horizontal structure
[ ] c) Matrix structure
[ ] d) Vertical structure

Question 1.6
The first stage of the marketing research process is:

[ ] a) Designing the research plan
[ ] b) Defining the problem and setting specific objectives
[ ] c) Data analysis and interpretation
[ ] d) Collection of data

Question 1.7
The systematic, gathering, recording and analyzing of data about problems relating to the marketing of goods and services' is known as:

[ ] a) Marketing research
[ ] b) Sales promotion
[ ] c) Competitive advantage
[ ] d) Marketing planning

Question 1.8
Fill in the blank with the appropriate word.

_______________ represent a systematic attempt to supply continuous, useful, updated stream of information to decision makers for decision-making.

[ ] a) Market analysis
[ ] b) Marketing intelligence
[ ] c) Marketing information systems
[ ] d) Qualitative research

Question 1.9
Consumer buying decision process consists of five stages. The first and second stages are as follows:

[ ] a) Problem recognition and information search
[ ] b) Evaluation of alternatives and purchase decision
[ ] c) Problem recognition and post purchase evaluation
[ ] d) Problem recognition and purchase decision
Question 1.10
A business buying situation in which the buyer routinely reorders something without any modifications is known as:

- a) Straight rebuy
- b) Modified rebuy
- c) Business strategy
- d) New task purchase

Question 1.11
Individuals or groups that purchase a specific kind of product for re-sale, use it directly in producing other products or use it in general daily operations of its business is termed as:

- a) Consumer market
- b) Global market
- c) Business-to-business market
- d) International market

Question 1.12
Fill in the blank with the three appropriate words.

A market means an aggregate of people, who as individuals or organizations have a need for a certain product and the ____________, ____________ and ____________ to purchase such products for consumption.

- a) Ability, purchasing power, authority
- b) Ability, willingness, authority
- c) Authority, willingness, desire
- d) Purchasing power, willingness, authority

Question 1.13
The process of arranging for a market offering to occupy a clear, distinctive and desirable place relative to competing products in the minds of the target consumers is termed as:

- a) Targeting
- b) Segmentation
- c) Positioning
- d) Promotion

Question 1.14
Anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need is termed as:

- a) Product
- b) Price
- c) Place
- d) Promotion
Question 1.15
Organizations use wide range of positioning tools or variables to gain a slot in the customer’s mind. Signal Toothpaste is a well-known brand in Sri Lanka and its positioning tool is “Signal - Strong teeth and prevention of decay”.

The positioning variable/tool used by Signal is known as:

- a) Product category leader
- b) Benefit positioning
- c) Unique selling proposition
- d) Quality-price positioning

Question 1.16
The proper sequence of the four key steps in building a brand in the brand development process is:

- a) Brand recognition, brand acceptance, brand awareness and brand loyalty
- b) Brand recognition, brand acceptance, brand preference and brand awareness
- c) Brand recognition, brand acceptance, brand preference and brand loyalty
- d) Brand recognition, brand awareness, brand preference and brand loyalty

Question 1.17
The key marketing objective of an organization during the introduction stage of the product life cycle would be:

- a) To increase the price
- b) To maintain brand loyalty
- c) To create awareness
- d) To stress differentiation

Question 1.18
Fill in the blank with the appropriate word in reference to services marketing.

________________ means that services cannot be seen, tasted, felt, heard, or smelled before they are bought.

- a) Perishability
- b) Variability
- c) Inseparability
- d) Intangibility
Question 1.19
Consumer products with unique characteristics or brand identification for which a significant group of buyers are willing to make a special purchase effort are known as:

[ ] a) Staple products
[ ] b) Shopping products
[ ] c) FMCG products
[ ] d) Specialty products

Question 1.20
Fill in the blank with the appropriate word:

A ________________ is any activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything.

[ ] a) Service
[ ] b) Commodity
[ ] c) Brand
[ ] d) Promotion

Question 1.21
A pricing strategy, whereby a monetary amount or percentage is added to the cost of the product is referred to as:

[ ] a) Cost based pricing
[ ] b) Promotional pricing
[ ] c) Psychological pricing
[ ] d) Break even analysis

Question 1.22
Which of the following with reference to pricing strategies is perhaps one of the most marketing-oriented ways of pricing?

[ ] a) Mark-up pricing
[ ] b) Competitor-based pricing
[ ] c) Cost-plus pricing
[ ] d) Value-based pricing

Question 1.23
The first three steps/stages in the selling process in correct sequence are:

[ ] a) Prospecting and qualifying, handling objections, approach
[ ] b) Approach, pre-approach, handling objections
[ ] c) Prospecting and qualifying, pre-approach, approach
[ ] d) Awareness, pre-approach, approach
Question 1.24
1. Place is the only element of the marketing mix which generates revenue.
2. Customers often equate price with quality.

From the above statements;

- a) Only statement 1 is correct
- b) Only statement 2 is correct
- c) Both statements are correct
- d) Both statements are incorrect

Question 1.25
A set of activities - consisting of order processing, materials handling, warehousing, inventory management and transportation - used in the movement of products from producers to consumers, or end users is referred to as:

- a) Exclusive distribution
- b) Physical distribution management
- c) Channel management
- d) Process management

Question 1.26
Fill in the blank with the appropriate word:

_______________ do not normally deal with the end customer but with other intermediaries, usually resellers.

- a) Brokers
- b) Retailers
- c) Agent
- d) Wholesalers

Question 1.27
Fill in the blank with the appropriate word.

A marketing _____________ links producers to other middlemen or to those who ultimately use the products.

- a) Communication
- b) Campaign
- c) Intermediary
- d) Concept
Question 1.28
Fill in the blank with the appropriate word.

Marketing communications are the means by which an organization attempts to __________________, __________________, and __________________ consumers – directly or indirectly – about the products they sell.

- a) Inform, persuade and remind
- b) Inform, persuade and design
- c) Branding, persuade and remind
- d) Inform, distribute and remind

Question 1.29
A variety of short-term incentives to encourage trial or purchase of a product or service is termed:

- a) Sales promotion
- b) Marketing myopia
- c) Lobbying
- d) Sponsorships

Question 1.30
You are devising the promotion mix for a business-to-business product targeted at business organizations. Which of the following elements of the promotion mix would be appropriate:

- a) TV advertising, sales promotion and trade fairs
- b) Personal selling, trade fairs and trade magazine advertising
- c) Trade fairs, consumer promotions and TV advertising
- d) Consumer promotions, direct marketing and radio advertising

Question 1.31
A form of direct marketing where the seller prepares catalogues of merchandise or products and sells directly to the customer is known as:

- a) Advertising
- b) Interactive TV
- c) Public relations
- d) Catalogue marketing
Question 1.32
There are seven stages in developing an effective communications campaign. The first and the last steps/stages of this process in correct sequence are:

- a) Identifying the target audience and determining the communication objective
- b) Pre-approach and establishing the budget
- c) Prospecting and measuring the communications results
- d) Identifying the target audience and measuring the communications results

Question 1.33
Fill in the blank with the appropriate word:

__________ are statements of intent that provide the basic direction for the overall activities of an organization in pursuit of its mission.

- a) Mission statements
- b) Corporate objectives
- c) Marketing communications
- d) Marketing budgets

Question 1.34
The most common mechanism and well-accepted audit tools for structuring internal and external audit information to provide a critical analysis is known as:

- a) Porters five forces
- b) AIDA model
- c) The BCG matrix
- d) The SWOT analysis

Question 1.35
One useful device for identifying growth opportunities is the product/market expansion grid developed by Ansoff that gives the marketer four strategic options to achieve sales growth.

The four strategic options are:

- a) Market penetration, market extension, test marketing, diversification
- b) Market penetration, market development, product development, diversification
- c) Market extension, market development, product development, test marketing
- d) Market penetration, market development, product development, market extension
Question 1.36
Good marketing objectives should conform to the following criteria:

- a) Specific, measurable, aspirational, relevant and time frame
- b) Strategy, monitor, accepted, and time frame
- c) Specific, monitor, aspirational, reduce and time frame
- d) Strategy, measurable, actionable, relevant and time frame

Question 1.37
The five stages of the marketing planning process in the correct sequence is:

- a) Where are we now? Where do we want to be? How might we get there? Which way is best? How can we ensure arrival?
- b) Where are we now? How can we ensure arrival? Where do we want to be? How might we get there? Which way is best?
- c) How might we get there? Where are we now? How might we get there? Which way is best? How can we ensure arrival?
- d) Where are we now? How do we implement and control? How do we ensure arrival? Which way is best?

Question 1.38
A social networking site designed specifically for the business community is as follows:

- a) Myspace
- b) Facebook
- c) LinkedIn
- d) Instagram

Question 1.39
A broad term that refers to various and different communication techniques deployed to reach customers via digital technologies in a cost-effective manner is:

- a) Marketing planning
- b) Marketing research
- c) Sales promotion
- d) Digital marketing

Question 1.40
The most popular online photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos and share them is:

- a) Blog
- b) Extranet
- c) Instagram
- d) E-commerce

(Total 40 Marks)
PART TWO

Answer all questions in the given space.

Question 02
a) Briefly explain the following.
   - What is marketing ethics?
   - What is internal marketing?

b) The evolution of marketing concept followed four main orientations. Fill in the blanks with emphasis of the relevant orientations.

<table>
<thead>
<tr>
<th>Concept / Orientation</th>
<th>Emphasis/Aims</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production orientation</td>
<td>Profitability through</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Product orientation</td>
<td>Profitability through</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(04 Marks)

Question 03
a) What is relationship marketing?
b) Identify four (04) benefits of relationship marketing.

1) ..............................................................................................................
2) ..............................................................................................................
3) ..............................................................................................................
4) ..............................................................................................................

(04 Marks)

Question 04
From the buyer’s viewpoint, age of customer relationships, the seven P’s might be better described as the seven C’s. Identify the relevant C’s.

<table>
<thead>
<tr>
<th>Sellers View (7P's)</th>
<th>Buyer's View (7C's)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product</td>
<td></td>
</tr>
<tr>
<td>Price</td>
<td></td>
</tr>
<tr>
<td>Place</td>
<td></td>
</tr>
<tr>
<td>Promotion</td>
<td></td>
</tr>
<tr>
<td>People</td>
<td></td>
</tr>
<tr>
<td>Process</td>
<td></td>
</tr>
<tr>
<td>Physical Evidence</td>
<td></td>
</tr>
</tbody>
</table>

(04 Marks)

Question 05
a) Explain the following terms.

- Secondary data
  ..............................................................................................................
  ..............................................................................................................
  ..............................................................................................................
  ..............................................................................................................

- Primary data
  ..............................................................................................................
  ..............................................................................................................
  ..............................................................................................................
  ..............................................................................................................
b) List three (03) advantages of collecting primary data.

1) ........................................................................................................
2) ........................................................................................................
3) ........................................................................................................

(04 Marks)

**Question 06**

a) What is market segmentation?

........................................................................................................
........................................................................................................
........................................................................................................
........................................................................................................
........................................................................................................

b) Identify the five (05) key requirements for effective segmentation.

1. ........................................................................................................
2. ........................................................................................................
3. ........................................................................................................
4. ........................................................................................................
5. ........................................................................................................

(04 Marks)

**Question 07**

Below is an illustration that explains the consumer buying decision process.

Fill in the boxes in the correct order and briefly explain the **first and the second stage** of this process.

```
[ ] ➔ [ ] ➔ [ ] ➔ [ ] ➔ [ ]
```

a) __________________________

........................................................................................................
........................................................................................................
........................................................................................................
........................................................................................................
........................................................................................................
b) ________________

………………………………………………………………………………………………………………………………………………
………………………………………………………………………………………………………………………………………………
………………………………………………………………………………………………………………………………………………
………………………………………………………………………………………………………………………………………………

(04 Marks)

Question 08

Briefly explain the following with relevant product examples.

a) Intensive distribution

………………………………………………………………………………………………………………………………………………
………………………………………………………………………………………………………………………………………………
………………………………………………………………………………………………………………………………………………
………………………………………………………………………………………………………………………………………………

b) Selective distribution

………………………………………………………………………………………………………………………………………………
………………………………………………………………………………………………………………………………………………
………………………………………………………………………………………………………………………………………………
………………………………………………………………………………………………………………………………………………

(04 Marks)

Question 09

a) List four (04) major media types in the context of advertising.

• ...........................................................................................
• ...........................................................................................
• ...........................................................................................
• ...........................................................................................
b) Identify four public relations techniques/tools:

- ..................................................................................................................
- ..................................................................................................................
- ..................................................................................................................
- ..................................................................................................................

(04 Marks)

Question 10
Briefly explain the following pricing strategies with relevant examples.

a) Market skimming pricing strategy
........................................................................................................................................................................
........................................................................................................................................................................
........................................................................................................................................................................
........................................................................................................................................................................

b) Market penetration pricing strategy
........................................................................................................................................................................
........................................................................................................................................................................
........................................................................................................................................................................
........................................................................................................................................................................

c) Psychological pricing strategy
........................................................................................................................................................................
........................................................................................................................................................................
........................................................................................................................................................................
........................................................................................................................................................................

(04 Marks)

Question 11
a) Briefly explain the following terms with reference to digital marketing.

- Permission marketing
........................................................................................................................................................................
........................................................................................................................................................................
........................................................................................................................................................................
........................................................................................................................................................................
b) Identify four (04) key advantages of using digital marketing.

1) ……………………………………………………………………………………………
2) ……………………………………………………………………………………………
3) ……………………………………………………………………………………………
4) ……………………………………………………………………………………………

(04 Marks)
(04 Marks x 10 Questions)

(Total 40 Marks)
PART THREE

Select TWO (02) out of FOUR (04) questions and answer them in supplementary sheets.
Attach your answer sheets to the question paper.

Question 12

Identify and explain the three (03) key components of the marketing concept and list three (03) benefits of implementing this concept in an organisation.

(10 Marks)

Question 13

Identify and briefly describe the key elements of a company’s micro environment and identify two (02) reasons as to why it is important to constantly monitor them.

(10 Marks)

Question 14

With the aid of a diagram, explain the five (05) different levels of a product with relevant examples.

(10 Marks)

Question 15

With reference to marketing planning, an organization has to conduct two types of audits in order to identify its current situation.

Explain the two (02) types of audits the organization has to conduct, indicating its purpose and the key areas to be considered and list three (03) benefits of marketing planning to an organization.

(10 Marks)

(10 Marks x 02 Questions)
(Total 20 Marks)

(Total 100 Marks)

-END-