INFORMATION

- The total mark for this paper is 100.
- Examination will be Three (03) hours in duration.
- This examination comprises 30 compulsory questions.

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INSTRUCTIONS

- Answer all questions, within all three sections.
- State your Registration Number on the front cover of the answer booklet and on each and every supplementary sheet attached to it.
- Do not mention your name anywhere in the answer booklet or answer scripts.
- Always use a new page when answering a new question
- Use a black or dark blue pen.
- You are reminded that answers should not be written in pencil or red pen except in drawing diagrams.
SECTION ONE

CHOOSE ONE CORRECT ANSWER FROM THE OPTIONS PROVIDED.

Question 1

A combination of products, services, information, or experiences offered to a market to satisfy a need or want is known as:

a) Competitive advantage  
b) Relationship marketing  
c) Market offerings  
d) Social responsibility

Question 2

For marketers to build and manage customer relationships should concentrate on which of the following?

a) Identify prospective customers  
b) Customers who have recently moved to competitors  
c) Identify competitor’s customers  
d) The most profitable customers

Question 3

The systematic design, collection, analysis, and reporting of data relevant to a specific marketing situation facing an organization is known as:

a) Customer satisfaction  
b) Focus group interviewing  
c) Marketing Research  
d) Descriptive Research

Question 4

Survey Research refers to:

a) Using mechanical and electronic approaches to collect data  
b) Collecting primary data by using electronic monitoring systems  
c) Collecting primary data by asking people questions about their knowledge, attitudes, references, and buying behaviour  
d) Collecting primary data by observing relevant people, action and situations
**Question 5**

Personal interviewing that involves inviting 6-10 respondents to gather for a few hours to talk about a product with a trained interviewer is known as:

a) Observational research  
b) Experimentation  
c) Focus group interviewing  
d) Telephone interviewing

**Question 6**

A market place in which all the individual and households buy goods and services for personal consumption is defined as:

a) Consumer market  
b) Industrial market  
c) Business market  
d) International market

**Question 7**

Less frequently purchased products that customers compare carefully on suitability, quality and price is known as:

a) Convenience products  
b) Fast Moving Consumer products  
c) Shopping products  
d) Unsought products

**Question 8**

With reference to the stages/steps in the New Product Development process, the second stage or step in the process is known as:

a) Market development  
b) Test marketing  
c) Idea generation  
d) Idea screening
Question 9

Fill in the blank with the appropriate word:

Product planners need to consider products and services on three levels. Each level adds more customer value. The most basic level is the _______, which addresses the question, "What is the buyer really buying?"

a) Actual product  
b) Augmented product  
c) Core customer value  
d) Expected product

Question 10

Which of the following is the practice of inviting broad communities of customers, employees, independent researchers and members of the public into the new-product innovation process?

a) Brainstorming  
b) Idea screening  
c) Crowdsourcing  
d) Outsourcing

Question 11

With reference to distribution strategies, an ideal distribution strategy for an organization’s range of electrical and electronic appliances would be:

a) Selective distribution  
b) Exclusive distribution  
c) Intensive distribution  
d) Physical distribution

Question 12

Objectives and Task method in setting the promotional budget refers to:

a) Setting the promotional budget as a percentage from competitors spend  
b) Setting the promotional budget as a percentage of sales of the firm  
c) Listing down all the activities required to achieve the promotional objectives and attaching a cost to it  
d) Setting the budget based on what the firm could afford
**Question 13**

The process of measuring and evaluating the results of marketing strategies and plans and that assists to keep the plan on track is referred to as:

a) Situational analysis  
b) Selling process  
c) Audit process  
d) Control process

**Question 14**

The process that turns marketing strategies and plans into marketing actions in order to accomplish strategic marketing objectives is known as:

a) Marketing implementation  
b) Marketing planning  
c) Strategic planning  
d) Marketing analysis

**Question 15**

Sonic Phones has just launched a new handset with basic level functionality. It has a few competitors in the market. Its strategy is to gain as much market share as quickly as possible, even if initially it means making very little profit.

Which ONE of the following pricing approaches is it most likely to adopt?

a) Penetration pricing  
b) Premium pricing  
c) Prestige pricing  
d) Skimming pricing

**Question 16**

When an organisation is impacted by changes in its external environment, these changes will need to be evaluated. Once evaluated they can then be classified so appropriate action can be taken? Which of following describe these classifications?

a) Opportunities and threats  
b) Strengths and capabilities  
c) Threats and weaknesses  
d) Capabilities and competencies
**Question 17**

Renok Group has a range of convenience products. It has adopted a mass marketing approach as it believes its products are appropriate for most people. Renok Group has adopted which of the following marketing approach?

a) Concentrated marketing strategy  
b) Differentiated marketing strategy  
c) Segmented marketing strategy  
d) Undifferentiated marketing strategy

**Question 18**

You have been asked to prepare a talk to give to a group of students about the reasons for adopting the extended marketing mix when devising the marketing mix for a service product. Which of the following describes the main reasons for implementing the additional **THREE** elements?

a) The nature of the service product  
b) The type of promotion to be used  
c) The price to be charged  
d) The way in which the service is distributed

**Question 19**

An organisation, experiences the following with regard to one of its products:

Profits are negative or low because of the heavy expenses of Research and development, distribution and promotion. Identify the correct stage of the product life cycle that can be attributed to the above said product.

a) Decline stage  
b) Introduction stage  
c) Maturity stage  
d) Growth stage

**Question 20**

Mr. Stanley Wellington is the general manager at the Exotic Hotels Group. Stanley’s key objective is to re-focus all of the activities at the hotel so the customer is at the focal point of everything. The board is adamant that a customer centric approach will be key to the hotel’s future success.

The board’s desired approach to ensure the future success of the hotel could be described as which of the following?

a) Product orientation  
b) Market segmentation  
c) Internal marketing  
d) Marketing orientation  

(2 marks x 20 = 40 marks)
SECTION TWO

THIS PART INCLUDES FIVE (05) SHORT ANSWER QUESTIONS.

ANSWER ALL QUESTIONS.

Question 1

a) Briefly explain the importance of information in gaining insights about the marketplace and customers. (05 marks)

b) Briefly explain the following promotion mix strategies:
   • Push Strategy
   • Pull Strategy (03 marks)

Question 2

a) Explain why the selection of promotional tools may differ for a campaign within a B2B (business-to-business) environment, as compared to a B2C environment. (04 marks)

b) Identify and evaluate ONE promotional tool that can be effectively used within a B2B context, and ONE promotional tool that can be effectively used within a B2C context. (04 marks)

Question 3

Briefly explain four bases of segmenting a consumer market stating relevant product examples of our choice. (08 marks)

Question 4

a) Explain the following pricing strategies with relevant examples for each:
   • Market-Skimming Pricing
   • Psychological Pricing (04 marks)

b) Identify and explain (02) two internal and (02) two external factors affecting an organization’s pricing decisions. (04 marks)

(08 marks)
Question 5

a) Identify four benefits of Marketing planning to an organization.  
   (04 marks)

b) Briefly explain the two (02) growth strategies/opportunities as per to 
   Ansoff matrix or Product/market expansion grid which could be 
   implemented to the existing market.  
   (04 marks)  
   (08 marks)  
   (8 marks x 5 = 40 marks)
SECTION THREE

THIS PART INCLUDES FIVE (05) SCENARIO-BASED QUESTIONS

ANSWER ALL QUESTIONS.

“Yummy Foods” is a well-known traditional restaurant with more than 02 decades of experience in the food industry and serves breakfast, lunch and dinner. This restaurant was a very popular restaurant amongst neighbors and surrounding people. In the past during the day time and night Yummy Foods gets filled with so many customers. However, in the recent past the restaurant is currently experiencing declining number of customers.

After the retirement of the owner Mr. Bandula Perera, the restaurant business has been handed over to his eldest son Mr. Gamini Perera to run the business and allowed him to develop and expand it. Mr. Gamini Perera, in order to expand and develop the business has recruited a new team including a qualified Chef and you as the Marketing Executive. As a first step you have been requested to conduct brief audit to identify the current issues of Yummy Foods and report to Mr. Gamini Perera.

Given below some of the issues identified by you.

1. Varieties of food are not available as per the customer’s choice on a daily basis and some of the customers turn back with dissatisfaction.
2. Some of prepared dishes of authentic curries and food remains in the cabins does not gets billed.
3. Due to this wastage is very high on a daily basis.
4. No proper customer care system.
5. Poor identification of what the customer’s need and wants.
6. They are not on social media.

You have been requested by the owner Mr. Gamini Perera to transform the business as a mixture of traditional and modern business entity and to make it a marketing-oriented business and a sustainable profit-making venture.

In effort to develop the business and to communicate to Mr. Gamini Perera you feel that you must present a report detailing the following:
Question 1
Briefly explain what is marketing and identify its key functions.
(04 marks)

Question 2
Briefly explain what is marketing orientation and its benefits to Yummy Foods.
(04 marks)

Question 3
Discuss in brief the difference between product orientation and marketing orientation approach citing examples.
(04 marks)

Question 4
Identify the key elements of Micro Environmental factors that would have been an impact on the development of Yummy Foods business.
(04 marks)

Question 5
Identify and briefly explain key marketing communication tools you will use to communicate about the products and services offered by Yummy Foods.
(04 marks)

(4 marks x 5 = 20 marks)
(100 Marks)