Total marks for this paper is 100 marks.

There are three parts in this question paper. All questions in Part One and Part Two are COMPULSORY.

Part One includes 20 Compulsory multiple-choice questions. Select the most appropriate answer from the given choices and mark it in the given space in the answer book.

Part Two includes 06 Compulsory short answer questions.

Part Three includes 02 Essay Type Questions. Answer only 01 Question from this part.

Instructions to candidates

1. 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.
2. Always start answering a question on a new page.
3. You are reminded that answers should not be written in pencil or red pen except in drawing diagrams.
4. Answer the questions using:
   - Effective arrangement and presentation
   - Clarity of expression
   - Logical and precise arguments
   - Clear diagrams and examples where appropriate
5. Illegible hand writing and language errors will be penalised.
PART ONE

Read the question and select the most appropriate answer out of the four given choices.

Tick your choice in the given space in the answer booklet.

Question 01

Question 01.1
A certain management concept encapsulates the following.
- Efficiency of production
- Efficiency of distribution
- Economies of scale

Identify the orientation being adopted above.

a) Production orientation
b) Product orientation
c) Sales orientation
d) Customer orientation

Question 01.2
The act of obtaining a desired object from someone by offering something in return is known as:

a) Demand
b) Exchange
c) Loyalty
d) Communication

Question 01.3
Fill in the blank with the appropriate word.

The _____________ questions whether the pure marketing concept overlooks possible conflicts between short-run wants and consumer long-run welfare.

a) Selling concept
b) Societal marketing concept
c) Integrated marketing communications
d) Economic environment
Question 01.4
The collection of businesses and products that make up the company is known as:

a) Supply chain  
b) Marketing  
c) Political environment  
d) Business portfolio

Question 01.5
A portfolio-planning method that evaluates a company’s strategic business units (SBU’S) in terms of market growth rate and relative market share is known as:

a) Portfolio analysis  
b) Growth-Share matrix  
c) Marketing audit  
d) Secondary research

Question 01.6
Fresh understandings of customers and the market place derived from marketing information that become the base for creating value and relationships is known as:

a) Secondary data  
b) Customer Insights  
c) Internal data  
d) Accounting reports

Question 01.7
Fill in the blank with the appropriate word.

_______________ occurs under conditions of low-consumer involvement and little significant brand difference.

a) Complex buying behaviour  
b) Organisational buying behaviour  
c) Habitual buying behaviour  
d) Cognitive dissonance
Question 01.8
Dividing a market into different groups based on social class, lifestyle, or personality characteristics is referred to as:

a) Psychographic segmentation
b) Demographic segmentation
c) Behavioral segmentation
d) Benefit segmentation

Question 01.9
Unilever Sri Lanka markets different brands of laundry detergents targeting different market segments and designs separate marketing mix strategies for each. This strategy is known as:

a) Micro marketing
b) Mass marketing
c) Differentiated marketing
d) Niche marketing

Question 01.10
Describe the term classified for consumer products that customers in the process of selecting and purchasing usually compare carefully on suitability, quality, price and style prior to purchase:

a) Shopping products
b) Specialty products
c) Convenience products
d) Unsought products

Question 01.11
Orientating and motivating customer-contact employees and all the supporting service employees to work as a team to provide customer satisfaction is referred to as:

a) Interactive marketing
b) Customized marketing
c) Internal marketing
d) Relationship marketing
Question 01.12
An ideal distribution strategy for fast moving consumer goods such as toothpaste, milk powder etc. would be:

a) Selective distribution  
b) Intensive distribution  
c) Exclusive distribution  
d) None of the above

Question 01.13
A network made up of the company, suppliers, distributors and ultimately customers who “partner” with each other to improve the performance of the entire system is known as:

a) Value delivery network  
b) Marketing channel  
c) Intermediary  
d) None of the above

Question 01.14
An advertising objective is a specific communication task to be accomplished with a specific target audience during a specific period of time. The three possible advertising objectives are:

a) Informative, creative and reminder advertising  
b) Informative, persuasive and creative advertising  
c) Creative, persuasive and reminder advertising  
d) Informative, persuasive and reminder advertising

Question 01.15
Building and maintaining relations with legislators and government officials to influence legislation and regulation is known as:

a) Sales promotion  
b) Marketing  
c) Direct marketing  
d) Lobbying
Question 01.16
A sales force organization that assigns each salesperson to an exclusive geographic territory in which that sales person sells the company’s full line of products to all customers in that territory is referred to as:

a) Territory sales force structure
b) Customer sales force structure
c) Product sales force structure
d) Brand sales force structure

Question 01.17
The process of developing and maintaining a strategic fit between the organization’s goals and capabilities and its changing marketing opportunities is termed as:

a) Value chain
b) Strategic planning
c) Customer relationship management
d) Marketing strategy

Question 1.18
Efforts to market products and services and build customer relationships over the internet is known as:

a) Market analysis
b) Marketing strategy
c) Online marketing
d) Viral marketing

Question 01.19
Fill in the blank with the appropriate word.

Building profitable relationships and gaining ________________ requires delivering more value and satisfaction to target customers than competitors do.

a) Customer value
b) Competitive advantage
c) Marketing intelligence
d) Customer satisfaction
Question 01.20
Fill in the blank with the appropriate word.

A ____________ is one that spends most of its time tracking competitor moves and market shares and trying to find strategies to counter them.

a) Customer-centred company  
b) Competitor-centred company  
c) Market-centred company  
d) Segment-centred company

(Total 20 Marks)
PART TWO

This part includes SIX (06) compulsory short answer questions
Answer all questions.

Question 02

Explain briefly the following terms:

i. Marketing management
ii. Customer relationship management
iii. Partner relationship management
iv. Customer equity
v. Market offerings

(Total 10 Marks)

Question 03

a) Briefly explain the six (06) major forces of a company’s macro environment.

(06 Marks)

b) Identify the differences between;

i. Primary and secondary data
ii. Consumer market and business market

(04 Marks)

(Total 10 Marks)

Question 04

a) Explain the four P’s of the marketing mix and identify three (03) tools under each.

(06 Marks)

b) Explain with examples of your choice, TWO (02) benefits that marketing can bring to organizations and TWO (02) benefits that it can bring to customers.

(04 Marks)

(Total 10 Marks)

Question 05

With the aid of a diagram explain the key stages of the new product development process.

(Total 10 Marks)
Question 6

a) Explain the following pricing approaches and strategies:

   i. Cost-based pricing
   ii. Value-based pricing
   iii. Psychological pricing

   (06 Marks)

b) Briefly explain the two broad pricing strategies an organisation could use in the introduction stage of the product life cycle or when introducing new products.

   (04 Marks)

(Total 10 Marks)

Question 7

a) Discuss why organizations use marketing channels and identify four (04) functions these channels perform.

   (04 marks)

b) With reference to marketing planning, explain the following terms:

   i. Marketing audit
   ii. SWOT analysis
   iii. Marketing control
   iv. Marketing implementation

   (06 Marks)

(Total 10 Marks)

(Total 60 Marks)
PART THREE

This part includes TWO (02) essay type questions
Answer only ONE (01) question from this part.

Question 08

a) With reference to the consumer buyer decision process model, explain with aid of a diagram the five (05) stages a consumer may go through in buying a consumer durable product of your choice.

   (12 Marks)

b) Briefly explain the four (04) product/market expansion grid strategies for identifying growth opportunities for the organisation.

   (08 Marks)

   (Total 20 marks)

Question 09

a) Identify and briefly explain four (04) major forms of direct marketing an organization could use in order to communicate with its target customers.

   (06 Marks)

b) With the aid of a diagram explain the key steps/stages in the personal selling process a salesperson should master in order to sell the organization’s products efficiently and effectively.

   (14 Marks)

   (Total 20 Marks)

   (Total 100 Marks)

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