



SLIATE

SRI LANKA INSTITUTE OF ADVANCED TECHNOLOGICAL EDUCATION

(Established in the Ministry of Higher Education, vide in Act No. 29 of 1995)

Higher National Diploma in Business Administration

First Year, Second Semester Examination – 2016

BA 1253- Marketing Management

Instructions for Candidates:

Answer any five (05) Questions

No. of questions : 06

No. of pages : 02

Time : **3 hours**

1.

- i. Define Marketing and Marketing Management (4 Marks)
- ii. What are the Core Marketing Concepts? Explain (6 Marks)
- iii. “Marketer needs to pay attention on profit of the company, satisfaction of customers and well-being of the society.” Do you agree with above statement? Explain with examples. (10 Marks)

(Total 20 marks)

2.

- i. Define Marketing Environment. (4 Marks)
- ii. How do firm’s intermediaries influence on decisions of Marketer? Explain with examples (6 Marks)
- iii. “Marketers should be aware of several trends in the Macro environment” Evaluate this statement critically. (10 Marks)

(Total 20 marks)

3.

- i. Define Marketing Information System (4 Marks)
- ii. What are the steps of marketing research process? Explain briefly (6 Marks)
- iii. “Both internal and external information is required by marketers for making effective marketing decisions”. How does marketer collect required internal and external information? Explain with examples. (10 Marks)

(Total 20 marks)

4.

- i. Define Segmentation and Targeting (4 Marks)
- ii. What are the effective Segmentation criteria? Explain (6 Marks)
- iii. As a marketer, how do you segment the market? Explain with examples

(10 Marks)

(Total 20 marks)

5.

- i. What are the levels of product? (4 Marks)
- ii. What are the steps of a new product development process? Explain (6 Marks)
- iii. Explain the tools of promotion mix with Sri Lankan examples (10 Marks)

(Total 20 marks)

6. Write short notes on any four of followings

- i. New product pricing strategies
- ii. Positioning strategies
- iii. Distribution channels
- iv. Marketing plan
- v. Product Life cycle (PLC)

(5 marks x 4 = 20 marks)