



**UNIVERSITY OF RUHUNA**

**FACULTY OF MANAGEMENT AND FINANCE**

**Bachelor of Business Administration Degree Programme 1000 Level Semester II**

**End Examination (March 2022)**

**Academic Year 2020/2021**

**BBA 12053 – Marketing Management**

**Duration: Three hours**

**The Question Paper contains Five (05) questions.**

**Answer all questions.**

**(1).**

**‘Suwadath’ Toothbrushes**

‘Suwadath’ is an oral care brand in Sri Lanka. The product portfolio of ‘Suwadath’ includes Toothpaste and Tooth Gel. In order to address the lacuna in the product portfolio, ‘Suwadath’ has decided to introduce a tooth brush product. According to Mr. Eshan Balasurendra, the Marketing Manager of Suwadath, the proposed tooth brush product will be an advance product compared to the competitive brands. Due to the advance features such as end rounded bristles, rubber grip, flexible handle and the unique shape of the toothbrush, the proposed tooth brush is expected to be sold in the market at Rs. 115. In Suwadath’s advantage, the National Dental Association has certified this proposed tooth brush as the only tooth brush with 100% end rounded bristles.

As the product is relatively expensive compared to competitive brands, ‘Suwadath’ is planning to target consumers who seek better brushing experience in urban and sub urban regions of the country who are within the age group of 14-55 years. Accordingly, considering the prospective demand for the product, Suwadath tooth brushes will only be made available in reputed super market channels and pharmacies.

In order to gain more insights on the prospective market acceptance and consumer perception towards the product features, Mr. Eshan has decided to conduct seven focus group discussions with the participation of consumers belonging to the target market.

**(I.) Explain ‘Marketing Myopia’ in developing products using the mini scenario provided above.**

**(06 Marks)**

**(II.) Measurability, Accessibility and Differentiability are some of the required criteria for an effective market segmentation. Evaluate the selected market segment of ‘suwadath’ toothbrushes using these criteria.**

**(06 Marks)**

(III.) Propose an effective differentiator to position 'Suwadath' toothbrushes and justify the selection of your differentiator.

(06 Marks)

(IV.) Focus group discussion is an exploratory research method. Explain why exploratory research is recommended for the mentioned purpose instead of descriptive research.

(06 Marks)

(V.) Suwadath is planning to adopt an intensive distribution strategy. Discuss the validity of the statement.

(06 Marks)

[Total 30 Marks]

(2).

(I.) What are Vertical Marketing Systems? Explain.

(04 Marks)

(II.) All businesses in Sri Lanka should adapt disintermediation strategy in managing their distribution channels. Discuss the validity of the statement.

(06 Marks)

[Total 10 Marks]

(3).

(I.) A company has four choices when it comes to developing brands. Describe the brand development strategies.

(04 Marks)

(II.) Discuss the steps in developing effective marketing communications.

(06 Marks)

[Total 10 Marks]

(4).

(I.) Explain the important internal factors affecting a firm's pricing decisions.

(04 Marks)

(II.) Discuss the differences between cost-based pricing and value-based pricing.

(06 Marks)

[Total 10 Marks]

(5).

Briefly explain the following.

(I.) Modified re-buy

(II.) Co-branding

(III.) Internal Marketing

(IV.) Market-Skimming Pricing

(V.) Sales Promotion

[02 Marks\*5 = Total 10 Marks]

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