



UNIVERSITY OF RUHUNA

FACULTY OF GRADUATE STUDIES

**Master of Business Management Degree Programme Second Semester End
Examination (May/ June 2019)**

MBM 12063 – Marketing

Duration : Three hours

The Question Paper contains 05 questions.

Answer all questions in part I and two questions in part II.

Part I

Dilemma in Purchasing a Television

1) Mr. Wenura who is 34 years old, on his way to home after of his office work, walks into an electronics shop and looks for assistance to buy a television. He spots a couple of sales assistants by their uniforms, but they are deep in a conversation without paying any attention to him. Meanwhile, he tried to call another employee but it also failed since he was also busy with his mobile phone having a chat with somebody.

a) Briefly explain the possible actions that may be taken by Mr. Wenura in such type of situation.

(04 Marks)

b) Assuming that you faced this situation as a customer, explain your most probable action or actions with justification of your decision.

(04 Marks)

c) What type of buying behaviour (out of four major types of customer buying behaviour) will be involved in purchase of a television? Explain the key features of this type of buying behaviour.

(05 Marks)

d) Briefly explain the steps of consumer buying decision process referring to the above television purchase example.

(05 Marks)

e) Assume that you are the branch manager in that particular electronics shop and Mr. Wenura becomes really disappointed and complains about his bad experience as a customer. What would be your approach to provide a solution to this problem?

(05 Marks)

f) How the concept of customer value can be applied to enhance the quality of customer service in this electronics shop?

(05 Marks)

(Total Marks 28)

2) "Sithijaya Newspapers" which is a leading newspaper brand in Sri Lanka conducting a customer survey to identify any opportunities in the Sri Lankan newspaper market to introduce a new type of newspaper to the readers. For the purpose of selecting the most suitable target group, they desire to apply STP concept for this exercise.

a) Provide an example for each of the four bases to segment newspapers market.

(04 Marks)

b) Upon the above segments, select your target market considering the criteria for effective targeting.

(05 Marks)

c) Discuss your positioning strategies.

(05 Marks)

(Total Marks 14)

Part II

3) Maxmo is a new mobile phone brand which plans to enter the Sri Lankan mobile phone market. After analyzing the existing mobile phone brands and their features available in Sri Lanka, the Marketing Manager has proposed to introduce a few kinds of mobile phone including different features to target different groups of customers. For this purpose, he needs your assistance to identify the mobile phone features under different product levels.

a) Identify the features of a mobile phone under product levels.

(05 Marks)

b) Explain what strategy of 'Push' or 'Pull' you would recommend to implement to attract customers for the Maxmo mobile phone.

(04 Marks)

(Total Marks 09)

4) "Studying marketing environment is an essential component for the success of any business organization."

Referring to the Sri Lankan business context and its recent trends, explain the above statement.

(Total Marks 09)

5) Explain the following concepts in brief.

a) Societal Marketing Concept

b) Customer Loyalty

c) Pricing Tripod

(Total Marks 09)

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