



UNIVERSITY OF RUHUNA
FACULTY OF MANAGEMENT AND FINANCE

No. of Pages : 02
No. of Questions: 05
Total Marks : 70

794

BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE

Three Hours

1000 LEVEL SECOND SEMESTER END EXAMINATION-FEB/MAR 2023

BBA 12053 – Marketing Management

Academic Year 2021/2022

Instructions

- ➔ The question paper contains (05) questions.
- ➔ Answer four (04) questions including question number one (01).



Question 01

Read the following mini case and answer the questions given below.

Wasana Confectioneries

‘Wasana Confectioneries’ is a well-known brand located in Panadura that produces cakes for various functions, including weddings and birthday parties. Due to the taste and affordable price, they have attracted about 40% market share in the Kalutara district. ‘Wasana Confectioneries’ was commenced by Miss. Wasana Adhikari 05 years ago on small scale, and it was further expanded with her marriage to Mr. Dhammika Perera, an experienced businessman in the area. Mr. Dhammika is in need to expand ‘Wasana Confectioneries’ and increase market share by attracting more customers. Meanwhile, Mr. Dhammika told his wife that his ultimate goal is to expand the business activities to other regions and make ‘Wasana Confectioneries’ a popular brand in the country.

- i. List out the four bases of market segmentation.
(04Marks)
- ii. Using two of the above bases, segment the market for cake.
(06 Marks)
- iii. Select one of the above two bases as your choice and explain why you select that market segmentation base.
(04Marks)
- iv. Explain the concept of the ‘target market’ and identify your target customers accordingly.
(06 Marks)
- v. Explain the concept of ‘positioning’ and propose suitable strategies to position the ‘Wasana Confectioneries’ well among customers.
(08 Marks)

[Total 28 Marks]

Page 1 of 2

Question 02

i. Differentiate between “line extension” and “brand extension”.
(06 Marks)

ii. Discuss product mix width, product mix length, product mix depth, and product consistency by using appropriate examples.
(08 Marks)

[Total 14 Marks]

Question 03

i. Differentiate between “market-skimming pricing” and “market-penetration pricing”.
(06 Marks)

ii. Discuss any four (04) product mix pricing strategies with examples.
(08 Marks)

[Total 14 Marks]

Question 04

i. Explain any three (03) differences between business market and consumer market.
(06 Marks)

ii. Assuming you are going to purchase a smart phone, explain how you apply the steps in the buyer decision process in this situation.
(08 Marks)

[Total 14 Marks]

Question 05

i. Differentiate between ‘intensive distribution’, exclusive distribution’ and ‘selective distribution’.
(06 Marks)

ii. Discuss any four (04) functions that marketing channel members perform using appropriate examples.
(08 Marks)

[Total 14 Marks]
