



UNIVERSITY OF RUHUNA

Bachelor of Science General Degree Level III (Semester II) Examinations - January 2018

Subject : Marketing Management

Course Unit : FSC 3212

Time: Two (02) Hours

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

Part I

Compare and contrast the following pair of concepts.

- (i) Customer Needs and Wants.
- (ii) Marketing Concept and Selling Concept.
- (iii) Marketing Mix Elements in Marketer's Point of View and Customer's Point of View.

(10 x 3 = 30 Marks)

Part II

- (i) Explain the role of demographic environment as a micro environmental force to succeed the marketing process.
- (ii) Explain the concept of market segmentation with an example.
- (iii) Assume you need to purchase a smart phone. Explain your approach by applying the stages of the buyer decision process.
- (iv) Define the term product and provide examples for different entities which can be treated as products.
- (v) Explain the role of promotion mix in the marketing context.

(10 x 3 = 30 Marks)

(Total Marks - 60)
