

**UNIVERSITY OF RUHUNA****FACULTY OF MANAGEMENT AND FINANCE****Bachelor of Business Administration Degree Programme 1000 Level Semester II****Examination (March 2021)****Academic Year 2020/2021****BBA 12053 – Marketing Management****Duration : Three hours****The Question Paper contains 04 questions.****Answer All Questions**

1. Camelia is a privately owned company-based out of Colombo, Sri Lanka. The owner Nisal has been in business for over 20 years offering a varied product line. Their product base varies from work wear to factory workers and casual wear for ladies and gents. Their core business is supply managed apparel services to industrial firms in Sri Lanka, but they also produce casual wear for independent stores and through their website and catalogue. Camelia manufactures 100% of its products in the Sri Lanka, mainly in Homagama and Horana, which are close to their distribution centre in Colombo. The 'Made in Sri Lanka' label is their business and is a major selling point to public sector organizations whereas almost all materials used to produce the clothes are imported from China. For the casual wears, Camelia brand has developed loyal customers and retailers who know that each collection will be both unique and consistent and who continue to support, the brand season after season. Bold graphic prints and colour are an integral part of their brand identity and they are also known for making great fitting casual wear. The Camelia Company is growing but is still small. In an interview, Nisal said that 'We seek to continue to improve all areas of our business, but we will continue to focus on a narrow segment of the overall marketplace'.
  - a. Explain how the present government of Sri Lanka's desire for domestically produced products effect on the success or failure of the Camelia company. (10 marks)
  - b. Explain what is meant by loyalty and discuss how customer loyalty can be developed by suggesting some strategies Camelia company can use to develop customer value and satisfaction. (10 marks)
  - c. Do you think the idea of focusing to a narrow segment a better idea? Explain your answer with some suggestions for the company to apply segmentation, targeting and positioning the market for its products. (10 marks)

2. Gomez Kitchen (GK) is well established restaurant chain in Sri Lanka. In the earlier years, GK did not advertise its products. However, with its increasing sales of food products, it changed its strategy and started advertising in order to reach a broader audience. It utilized different media tools and invested a lot in advertising and sales promotion yet they were not able to increase the sales as expected. As a result, they have decided to outsource (select an external agency) the advertising process and implement an integrated marketing communication campaign to boost their image and sales.

a. What are the advantages of using an outside agency rather than using in-house one? (05 marks)

b. If the firm still wants to continue with an outside advertising agency, briefly explain the evaluation criteria for choosing an outside ad agency. (05 marks)

c. What is meant by integrated marketing communications? You are required to define and identify the elements in integrated marketing communication planning process. (05 marks)

3. a. Identify and briefly explain three major pricing strategies. (05 marks)

b. Discuss why disintermediation is difficult. You are required to point out the important functions performed by channel members. (05 marks)

4. Write short notes on any of the following **three**.

a. The Marketing Myopia

b. Personal Characteristics Affecting Consumer Behavior

c. New Product Development Process

d. Push and Pull Strategies

e. Sources of Marketing Information

(05 Marks Each, Total 15 Marks)

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