

**UNIVERSITY OF RUHUNA**  
**FACULTY OF GRADUATE STUDIES**  
**Master of Business Management Degree Programme**  
**1000 Level Second Semester End Examination (August 2020)**  
**Academic Year 2019/2020**

**MBM 12063: Marketing**

**Duration: Three hours**

**The Question Paper contains 05 questions**

**Answer all questions**

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**Question 1.**

Lakdew is a Sri Lankan Company manufacturing office and home furniture. They have been the market leader since 2016. Currently, the market share of Lakdew is estimated to be around 30% of office and home furniture market. The market mainly consists of 4 large players including Lakdew, which altogether control around 90% of the market. Competition has been fierce recently and Lakdew suspects a new player in planning to enter to the office and home furniture market. In order to expand, Lakdew is thinking of going into international markets.

- (a) Briefly explain the factors that may influence the internationalization decision of lakdew using office and home furniture market as a context. (04 marks)
- (b) Discuss factors that might influence “Lakdew’s” selection of markets/countries to enter. (08 marks)
- (c) Discuss different Entry mode strategies available for “Lakdew” to enter foreign markets. (08 marks)
- (Total Marks 20)

**Question 2.**

(a) Explain the Impact of five macro-environmental variables/forces using a real-world organization of your choice.

(05 marks)

(b) Discuss how consumer's "personal factors" influence his or her purchasing behaviour using examples?

(05 marks)

(Total Marks 10)

**Question 3.**

(a) Discuss the "Buyer Decision Process" using an example.

(05 marks)

(b) Discuss the concept of "Marketing Myopia" Using at least three examples.

(05 marks)

(Total Marks 10)

**Question 4.**

(a) "Services marketing pose distinctive marketing challenges compared to product marketing". Critically evaluate the above statement.

(05 marks)

(b) Discuss the four categories of services using examples.

(05 marks)

(Total Marks 10)

**Question 5.**

(a) Distinguish 'Direct Marketing' from 'Indirect Marketing'. Use examples to validate your answer.

(05 marks)

(b) Discuss the usage and importance of "Multi-channel Retailing" using Covid-19 lockdown period as the context.

(05 marks)

(Total Marks 10)

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