



UNIVERSITY OF RUHUNA

FACULTY OF GRADUATE STUDIES

Master of Business Management Degree Programme Second Semester End  
Examination (August/September 2022)

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**

(1) 'Amoda Publications', a leading newspaper brand in Sri Lanka, has planned to introduce a new newspaper under the name of 'Sayura' to their readers. Currently, they have discussions to introduce the new newspaper either as a daily newspaper or week-end newspaper.

a) Briefly explain the market segmentation bases.

(04 Marks)

b) Using one of the above bases, segment the newspaper market.

(04 Marks)

c) Select one of the above segments as your target market and rationalize your selection using criteria for effective targeting.

(04 Marks)

d) Propose the strategies available to position the 'Sayura' among readers.

(04 Marks)

(Total Marks 16)

(2) 'Lakrasa Restaurant', which is operating as a chain of restaurants in the Western province, considers opening its new outlet in the city of Matara. Even though this decision will be a challenging one due to the prevailing situation in the country, they are planning to open the restaurant in the coming month.

- a) What are the internal and external factors they need to consider before determining the prices of their food?  
(08 Marks)
- b) Explain what a pricing tripod is and discuss its importance in pricing.  
(08 Marks)
- c) Distinguish the cost-based pricing approach and the value-based pricing approach and recommend the most appropriate pricing approach to be used by Lakrasa Restaurant.  
(08 Marks)
- (Total Marks 24)

## Part II

- (3) a) Select one of the factors influencing consumer behaviour and explain its effect on consumer buying decisions in the context of Sri Lanka.  
(05 Marks)
- b) Assume you are going to purchase a new smart phone. Explain how you apply the buyer decision process in this scenario.  
(05 Marks)
- (Total Marks 10)
- (4) a) Explain why marketers need to blend the promotion mix elements effectively in achieving the objectives of the organization.  
(05 Marks)
- b) Describe the benefits of marketing information system.  
(05 Marks)
- (Total Marks 10)
- (5) a) Explain the brand line and brand portfolio concepts using the brand-product matrix.  
(05 Marks)
- b) Critically evaluate the role of marketing intermediaries.  
(05 Marks)
- (Total Marks 10)