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**UNIVERSITY OF RUHUNA****FACULTY OF MANAGEMENT AND FINANCE****Bachelor of Business Administration Degree Programme 4000 Level Semester I****Examination (February/ March 2021)****Academic Year 2020/2021****MKT 4150 – Emerging Themes in Marketing****Duration: Three hours****The Question Paper contains Six (06) questions.****Answer only Five (05) questions.****(1).**

“Early uses of the term in the mid-20th century was intended to have a positive connotation, which would emphasize the benefits that capitalism had to offer consumers in improving standards of living and an economic policy that would prioritize the interests of consumers; but these meanings have fallen out of general use”.

**(I.) What is ‘consumerism’? Explain your answer briefly.****(04 Marks)****(II.) Discuss the arguments on proponents’ ideas.****(05 Marks)****(III.) Explain the concept of ‘Circular Economy’ with examples.****(05 Marks)****[Total 14 Marks]****(2).****(I.) Briefly explain the meaning of the concept of “extended self”.****(04 Marks)****(II.) Digital technologies are fundamentally changing consumer behavior in ways that have significant implications for the formulation of the extended self. Discuss the validity of this statement.****(10 Marks)****[Total 14 Marks]**

(3).

(I.) Define "Big Data" and explain four selected Vs of big data.

(06 Marks)

(II.) Data science is a multi-disciplinary field that uses scientific methods, processes, algorithms and systems to extract knowledge and insights. Discuss four selected ways of implementing data science on marketing.

(08 Marks)

[Total 14 Marks]

(4).

(I.) What are the benefits of working with micro-influencers?

(06 Marks)

(II.) Working with micro-influencers involves a step-by-step process. Discuss the main steps a company should follow when implementing the micro-influencer marketing campaign.

(08 Marks)

[Total 14 Marks]

(5).

The manager of a recently established restaurant chain believes that, supplying a truthful service is the key to the success of their business.

Discuss how this company can apply "Integrity and Integration" concepts towards the success of their business.

[14 Marks]

(6).

(I.) Post 1956 period in Sri Lanka was characterized by 'traditionalization' and the shift of power from the Traditional Middle Class I (TMC I) to Traditional Middle Class II (TMC II). Even at present, we witness how traditionalization is influencing the modern society. Discuss.

(06 Marks)

(II.) Post 1977 period is considered as the era of 'modernization' during which many western values, ideas and institutions influenced the composition of socio demographic classes. Discuss how modernization during post 1977 period influenced Sri Lankan consumer and the society.

(08 Marks)

[Total 14 Marks]

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