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Serial No.....

## Society of Certified Management Accountants of Sri Lanka

### Professional I Stage March 2007 Examination

Examination Date : 7<sup>th</sup> April 2007

Number of Pages :02

Examination Time: 1.30p.m.-3.30p.m

Number of Questions:07

#### Instructions to Candidates.

1. Time allowed is **two (2) hours**.
2. Answer any **five (5)** questions.
3. The answers should be given in the **English Language**.

<u>Subject</u>	<u>Subject Code</u>
Marketing	(OMM 2)

#### Question No: 1 (20 Marks)

- (a) What are the factors influencing consumer buying behaviour (B<sub>2</sub>C)?  
Briefly outline and discuss consumer buying behaviour (B<sub>2</sub>C). **(12 Marks)**
- (b) Discuss the concept of the Decision Making Unit (DMU), in relation to business – to – business marketing (B<sub>2</sub>B). **(08 Marks)**
- (Total 20 Marks)**

#### Question No: 2 (20 Marks)

- (a) Explain why the brand is considered to be the most valuable asset of an organization. **(12 Marks)**
- (b) Discuss the new product development (NPD) process. **(08 Marks)**
- (Total 20 Marks)**

#### Question No: 3 (20 Marks)

- (a) Briefly explain the services marketing mix. **(12 Marks)**
- (b) What are the marketing strategies that can be used to manage a product in the maturity stage of its life cycle? **(08 Marks)**
- (Total 20 Marks)**

#### Question No: 4 (20 Marks)

Briefly explain the following concepts:

- Relationship Marketing
  - Internal Marketing
  - Market Segmentation
  - Marketing orientation
  - Value Chain Analysis
- (4 x 5 = 20 Marks)**

**Question No: 5 (20 Marks)**

- (a) Discuss and explain the importance of public Relations (PR)
- (b) for marketing success.
- (c) Explain how price can be used as a promotional tool in Marketing.

**(12 Marks)**  
**(08 Marks)**  
**(Total 20 Marks)**

**Question No: 6 (20 Marks)**

- (a) Discuss the concept of “push and pull” communication strategies. Provide examples.
- (b) What factors effect the selection and choice of distribution channels?

**(12 Marks)**  
**(08 Marks)**  
**(Total 20 Marks)**

**Question No: 7 (20 Marks)**

- (a) What are the steps in a marketing plan? Briefly explain these steps.
- (b) Discuss the implementation issues to be considered in marketing?

**(12 Marks)**  
**(08 Marks)**  
**(Total 20 Marks)**  
End of question Paper

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