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Serial No.....

## Society of Certified Management Accountants of Sri Lanka

### Professional I Stage March 2008 Examination

Examination Date : 16<sup>th</sup> March 2008

Number of Pages : 02

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

Number of Questions : 07

#### Instructions to the Candidates

1. Time allowed is **two (2)** hours
2. Answer **any five(5)** questions
3. Answers should be entirely in the **English** language

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

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

- (a) Discuss the concept of “Relationship Marketing” (Loyalty Marketing). Provide examples to illustrate this concept. **(12 Marks)**
- (b) Briefly explain the usefulness of the Product Life Cycle (PLC) Concept. **(8 Marks)**  
**(Total 20 Marks)**

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

- (a) Discuss the importance of “Branding” for the marketing success of any product or service. **(12 Marks)**
- (b) How can a website be effectively used as a marketing communication tool? Briefly explain. **(8 Marks)**  
**(Total 20 Marks)**

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

- (a) What factors need to be considered in developing an advertising campaign for a FMCG (Fast Moving Consumer Goods)? **(12 Marks)**
- (b) How would you measure the effectiveness of an advertising campaign? Briefly explain. **(8 Marks)**  
**(Total 20 Marks)**

**Question No. 4 (20 Marks)**

(a) How would you segment the market for the following products/services?

- Ice Cream
- Airline
- Women's Apparels
- Cement

**(3 Marks x 4 = 12 Marks)**

(b) Discuss the characteristics of Services and the implications for Marketing. **(8 Marks)**  
**(Total 20 Marks)**

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

(a) "Pricing for Profit" and "Pricing for Volume" are two different concepts. Briefly explain the differences and provide examples to illustrate these concepts. **(12 Marks)**

(b) Briefly explain the benefits of Direct Marketing. **(8 Marks)**  
**(Total 20 Marks)**

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

(a) How can packaging add value to a product that is marketed? Explain. **(12 Marks)**

(b) What are the practical difficulties faced when implementing marketing programmes? **(8 Marks)**  
**(Total 20 Marks)**

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

(a) What are the benefits of clearly understanding the buying behaviour of customers? Provide examples to illustrate. **(12 Marks)**

(b) Discuss the methods by which marketers can differentiate their products/ services from competitors. **(8 Marks)**

**(Total 20 Marks)**

End of Question Paper

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