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Serial No.....

## Society of Certified Management Accountants of Sri Lanka

### Professional I Stage March 2009 Examination

**Examination Date:** 5<sup>th</sup> April 2009 **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 / 704)</b>

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

- (a) What factors about competitors are important to understand, for effective marketing? Briefly explain the factors. **(12 Marks)**
- (b) Briefly explain what is meant by “Public Relations (PR).” **(08 Marks)**  
**(Total 20 Marks)**

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

- (a) What are the benefits of branding for marketers? Briefly explain. **(12 Marks)**
- (b) Explain the distribution methods used by a company marketing electrical products. (E.g. Trip switches, plug bases) **(08 Marks)**  
**(Total 20 Marks)**

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

- (a) What factors effect the buying decisions of consumers? Briefly discuss. **(12 Marks)**
- (b) How can e-mail be effectively used as a marketing communication tool? Briefly explain. **(08 Marks)**  
**(Total 20 Marks)**

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

- (a) Discuss the importance of building long term relationships with customers. What are the practical methods that can be utilized to build relationships? **(12 Marks)**
- (b) What are the steps involved in developing a marketing plan for a given product or service? **(08 Marks)**
- (Total 20 Marks)**

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

- (a) What factors need to be considered in determining the price for a given product or service? Briefly identify the factors and discuss. **(12 Marks)**
- (b) Discuss the benefits of packaging in a self service environment. (E.g. Super- markets). **(08 Marks)**
- (Total 20 Marks)**

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

- (a) What problems are faced by marketers in implementing marketing strategies and programmes? Briefly outline and discuss. **(12 Marks)**
- (b) Provide examples of Marketing Communication Objectives. **(08 Marks)**
- (Total 20 Marks)**

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

- (a) How can the success rate of new products be improved? Briefly discuss. **(12 Marks)**
- (b) What is meant by the term “Product Life Cycle” (PLC)? Briefly explain. **(08 Marks)**
- (Total 20 Marks)**

End of Question Paper

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