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Serial No.....

## Society of Certified Management Accountants of Sri Lanka

### Professional I Stage September 2007 Examination

Examination Date : 30<sup>th</sup> September 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**.

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

#### Question No. 01 (20 Marks)

- (a) What information about competitors should be gathered, in order to compete effectively? Explain in detail. **(12 Marks)**
- (b) Discuss the concept of “marketing orientation”. Provide example to illustrate. **(8 Marks)**  
**(Total 20 Marks)**

#### Question No. 02 (20 Marks)

- (a) What are the pricing objectives and strategies that can be effectively used in Marketing? Briefly explain. **(12 Marks)**
- (b) In a price competitive market, what are the non-price methods of competing? **(8 Marks)**  
**(Total 20 Marks)**

#### Question No. 03 (20 Marks)

Briefly explain the following concepts:

- (a) Brand Positioning
- (b) Product Life Cycle
- (c) Distribution Channels
- (d) Marketing Audit
- (e) Marketing Mix

**(4 Marks x 5 = 20 Marks)**

**Question No. 04 (20 Marks)**

- (a) In relation to an example of your choice, discuss how a brand strategy should be developed. **(12 Marks)**
- (b) Explain how sponsorships can be used to build a strong brand. **(8 Marks)**  
**(Total 20 Marks)**

**Question No. 05 (20 Marks)**

- (a) What distribution methods can a financial services organization utilize? Provide examples to illustrate. **(12 Marks)**
- (b) Sales promotions are often used by marketers. Explain why? What are the benefits of sales promotions? **(8 Marks)**  
**(Total 20 Marks)**

**Question No. 06 (20 Marks)**

- (a) What control measures can be used to increase the effectiveness and efficiency of marketing programmes? Discuss. **(12 Marks)**
- (b) How can employees (internal customers) add value to marketing programmes and campaigns? Briefly explain. **(8 Marks)**  
**(Total 20 Marks)**

**Question No. 07 (20 Marks)**

- (a) What are the steps involved in personal selling? Briefly discuss. **(12 Marks)**
- (b) Differentiate between Marketing and Sales. Explain the differences. **(8 Marks)**  
**(Total 20 Marks)**

End of question Paper

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