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Serial No.....

## Society of Certified Management Accountants of Sri Lanka

### Professional I Stage

### September 2008 Examination

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

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

- (a) What are the characteristics of marketing oriented organizations? Briefly explain these characteristics. **(12 Marks)**
- (b) How can mobile phones be effectively used as a marketing communication tool? Briefly explain. **(8 Marks)**

**(Total 20 Marks)**

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

- (a) Discuss the importance of market and marketing research, in understanding external market forces. **(12 Marks)**
- (b) Briefly explain the benefits of “personal selling.” **(8 Marks)**

**(Total 20 Marks)**

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

- (a) What are the differences in segmenting consumer markets (B2C) and industrial markets (B2B)? Briefly discuss these. **(12 Marks)**

- (b) Discuss how “excellent service” can become a sustainable competitive advantage. (8 Marks)  
(Total 20 Marks)

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

- (a) Discuss the concept of the “Marketing Mix” for both products and services. Provide examples to illustrate this concept. (12 Marks)
- (b) What is meant by the term “brand positioning”? Briefly explain and provide examples, of “brand positioning”. (8 Marks)
- (Total 20 Marks)

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

- (a) What are the steps involved in new product development (NPD) process? Briefly explain the steps involved. (12 Marks)
- (b) Discuss the main reasons for the high failure rate of new products. (8 Marks)
- (Total 20 Marks)

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

- (a) What factors need to be considered in developing a marketing programme for an airline? (12 Marks)
- (b) How would you measure the effectiveness of a marketing programme? (8 Marks)
- (Total 20 Marks)

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

- (a) Why is “price” such an important element in the marketing mix? Briefly explain. (12 Marks)
- (b) Explain the distribution methods used by a fast food chain (e.g. Pizza Hut). (8 Marks)

**(Total 20 Marks)**  
End of Question Paper

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