



# SOUTH EASTERN UNIVERSITY OF SRI LANKA

004

## SECOND YEAR EXAMINATION IN BACHELOR OF BUSINESS ADMINISTRATION / COMMERCE (EXTERNAL) – 2008 / 2009 HELD IN AUGUST – 2009

### BBA / COM 25 – MARKETING MANAGEMENT

Answer all Questions

Time : 03 Hours

01. a) The following information is of AMSI company. Business Manager of AMSI company called as ISMA reveals the following.

- There are 8 businesses units
- Market grows in a low, moderate and high rate
- Relative market share grows in a low, moderate and high rate
- Consider the following tableau

Types of business/ business units	Number of businesses / business units	Market growth rate	Relative market share
Question mark	03	High	Low
Stars	02	High	High
Cash cows	01	Low	High
Dogs	02	Low	Low
Total business business units	08		

You are asked to perform the following.

- i. Name a suitable strategic planning model taking into consideration of the above facts (01 Marks)
- ii. Draw such model and mark the businesses / business units. (04 Marks)
- iii. Assuming you are – ISMA – business manager in AMSI Company, outline your actions. (04 Marks)
- iv. The following information is given by a Marketing Manager -  
Attractiveness -

Criteria	Weight	Rating scale (1-5)
Overall market size	0.2	5
Annual market growth	0.4	4
Competition	0.1	2
Technological requirement	0.3	3

Table 1.2 Marketing attractiveness

Calculate the value of market attractiveness

(01 Marks)

b) The company's existing business plan allows it to project total sales and profits. When sales and profits are less than what corporate management wanted there is a gap between future desired sales and profits and current sales and profits.

- i. Graphically explain this statement

(05 Marks)  
(Contd.....2)

- ii. Ansoff has put forward a framework for filling this gap. Name the framework (01 Marks)
- iii. Diagrammatically outline strategies for filling this gap (04 Marks)  
(Total 20 Marks)

02. A company's marketing environment is cascaded into two major types: Micro and Macro environment. Macro environment is composed of the following element;

- Economic condition
  - Socio – cultural factors
  - Political and legal factors
  - Technology
- a) These factors create one of the most popular macro environmental models. Name such model (01 Marks)
- b) Assuming you are a marketing manager – environmental scanning- Outline such model which highlights the above mentioned factors. (06 Marks)  
(Answer format must be in memo format in order to submit to your senior marketing manager)
- c) Michael porter has identified five forces model that determine the intrinsic long term profit attractiveness of market or market segment. Positively argue with respect to this statement and your argument can be supported by a diagramme. (05 Marks)
- d) You have been invited for an international forum. Forum title is the marketing management. Every title is given to every invitee for making a short presentation for the audiences. Your title is “The starting point for understanding buyer behaviour is the stimulus response model.” You have been asked to write the body of the presentation. (08 Marks)  
(Total 20 Marks)

03. a) ISNA Company's marketing manager – ANSI – gives the following information in a table format.

Situation 1	P2	M1
Situation 2	(P1 & M3), (P2 & M1), & (P3 & M2)	
Situation 3	(P2 & M1), (P2 & M2), & (P2 & M3)	
Situation 4	(P1 & M1), (P2 & M1), & (P3 & M1)	
Situation 5	P1	M1, M2 & M3
	P2	M1, M2 & M3
	P3	M1, M2 & M3
Brief note for letters		
P1	Product 1	
P2	Product 2	
P3	Product 3	
M1	Market 1	
M2	Market 2	
M3	Market 3	

Table 3.1 Target market patterns

(Contd.....3)

You have been asked to:

- Plot these information in a diagramme considering the table information (2.5 Marks)
- Name & outline patterns for each situation (7.5 Marks)

b) You have been asked to write a brief report to your senior manager- product – with respect to product life cycle including the following aspects in each stage.

- Characteristics in each stage (05 Marks)
- Marketing objectives in each stage (01 Marks)
- Marketing strategies in each stage (04 Marks)

(Total 20 Marks)

04. a) At the start or end of one particular stage of Product Life Cycle-PLC, organizations usually start to develop new product.

- Plot such stage in an exhibit clearly (02 Marks)
- Outline steps in new product development process (06 Marks)

b) The firm has to consider many factors in setting its pricing policy. Outline such factors using 6- step pricing policy framework.

(06 Marks)

c) Designing a channel system involves four steps.

- List out these steps (02 Marks)
- Outline them (04 Marks)

(Total 20 Marks)

05. a) Write a brief note on major consumer promotional tools. (06 Marks)

b) The following context is of JAFEEN Weaving factory.

JAFEEN Company's sales manager – AFEEN – stated that “sales force must be designed before managing the sales force. One of the issues in sales force design is the determination of sales force size. Work load method is used to determine sales force size.”

JAFEEN is running a weaving factory. He faces sales force instability. Excess and inadequate sales force is found. This consumes resources which make issues in total revenue.

Therefore, determining appropriate number of sales force size is very important, although there are three different approaches to determine sales force he usually adopts work load method – WLM-.

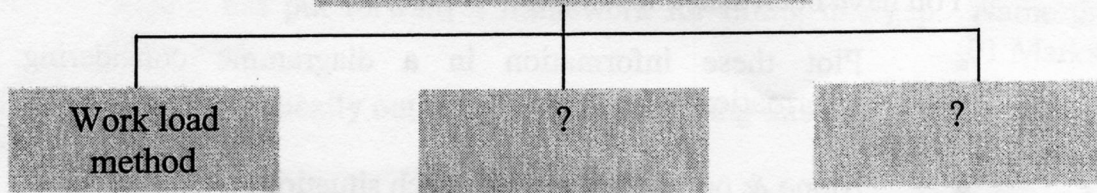


Figure 5.1. Determination of sales force

AFEEN- sales manager of JAFEEN Weaving factory reveals the following further information. They are represented in tabular format.

Customer / account class	Class name	Existing customers	Potential customer	# of customers / accounts
L	Large	100	50	150
M	Medium	200	20	220
S	Small	400	110	510
Total accounts				880

Table 5.1 Classification of total number of customers into sales volume potential

Customer / account class	Class name	Length of time per sale call
L	Large	60 minutes / sales call
M	Medium	30 minutes / sales call
S	Small	15 minutes / sales call

Table 5.2 length of time per sales call on each class

Customer / account class	Class name	Desired call frequencies
L	Large	52 calls / year
M	Medium	24 calls / year
S	Small	12 calls / year

Table 5.3 desired call frequencies on each class

- Total weeks in a year – 52 weeks
- Non – working weeks in this stated year

Reason for non – working weeks	Number of weeks
Vacations	01
Holidays	01
Sickness	01
Other causes	01

Table 5.4 Non-working weeks in this stated yea

- Total working hours / week is 40 per sales person

Tasks	Task %
Selling	45
Non – selling	30
Traveling	25

Table 5.5 working time/ working hours a available per sales person by task percentage

(c) You have been asked to calculate the sales force size for JAFEEN Weaving factory.

(08 Marks)

(d) After designing the sales force size, sales force must be managed. Outline the policies and procedures guiding sales force management.

(06 Marks)

(Total 20 Marks)

\*\*\*\*\*

DEA/COM 25 - MARKETING MANAGEMENT

Answer all Questions

11. The following information is of AMN Company. Business manager of AMN company called as ISMA reveals the following:

- There are 4 business units
- Market grows in a low, moderate and high rate
- Relative market share grows in a low, moderate and high rate
- Consider the following tableau

Types of business units	Number of business units	Market growth rate	Relative market share
Question mark	1	High	Low
Star	1	High	High
Cash cow	1	Low	High
Dog	1	Low	Low

You are asked to perform the following:

- Name a suitable strategic planning model taking into consideration of the above facts. (01 Mark)
- Draw your model and mark the business unit/business units. (04 Marks)
- Assuming you are ISMA - business manager in AMN Company outline your actions. (04 Marks)
- The following information is given by a Marketing Manager - Annapoornima -

Criteria	Weight	Rating scale (1-5)
Overall market size	0.2	5
Annual market growth	0.4	4
Competition	0.1	3
Technological requirement	0.3	3

Table 1.2 Marketing attractiveness

Calculate the value of market attractiveness

(01 Mark)

12. The company's existing business plan allows it to project total sales and profits. When sales and profits are less than what corporate management wanted there is a gap between future desired sales and profits and current sales