

EASTERN UNIVERSITY, SRI LANKA
FACULTY OF COMMERCE AND MANAGEMENT
Final Year First Semester Examination in Bachelor of Business
Administration Honours in Marketing Management - 2021/2022 (February 2024)
Proper

MKT 4093 Strategic Marketing Management

Answer all five questions.

Time: 03 Hours

Q1. Read the following scenarios and answer the questions given below:

I. Scenario 1: Product Launch Strategy

Company X is launching a new fitness tracker in a competitive market. The product boasts advanced health monitoring features and a sleek design. The marketing team needs to develop a strategic plan to ensure a successful launch.

Questions:

- a) What market research methods should Company X employ to understand its target audience and competitors? (04 Marks)
- b) How can Company X use the Four Ps (Product, Price, Place, and Promotion) to position the fitness tracker effectively in the market? (08 Marks)
- c) What digital marketing strategies can Company X implement to create buzz and anticipation for the product launch? (06 Marks)

(Total 18 Marks)

II. Scenario 2: Rebranding for Market Expansion

Company "Next Gen", a regional software services provider, decides to rebrand to position itself as a global player. The rebranding involves changes in the company's messaging, visual identity, and target market.

Questions:

- a) How can Company "Next Gen" manage the internal change process to ensure employees understand and embrace the new global positioning? (06 Marks)
- b) What considerations should Company "Next Gen" take into account when adapting its marketing messages for a global audience? Justify your answers. (06 Marks)

(Total 12 Marks)

(Total 30 Marks)

Q2.

- a. *"The seamless integration of technology across the marketing mix ensures a cohesive strategy, where data-driven insights inform decisions related to product development, pricing, distribution, and promotional activities".*

Explore how technology applications facilitate marketing mix elements to create a cohesive and effective strategy. (08 Marks)

- b. *"Strategic planning is an organization's process of defining its strategy or direction, and making decisions on allocating its resources to attain strategic goals".*

List out the steps in Strategic Planning Process. (04 Marks)

- c. *"Marketing intelligence is a systematic process of collecting, analyzing, and interpreting data from various sources to gain insights into market trends, consumer behavior, and competitive landscapes".*

Why is marketing intelligence crucial for businesses in today's competitive landscape? Justify your answer. (08 Marks)

(Total 20 Marks)

Q3.

- a. *"The buying behavior of organizations that buy goods and services for use in the production of other products and services or for the purpose of reselling or renting them to others at a profit".*

List out the steps in business buying process. (06 Marks)

- b. *"Value beyond price and quality will continue to be defined and re-defined in the mind of buyer and will drive the type of service that are offered".*

In what ways does service marketing impact on consumer behaviour, and how does this influence on overall Sri Lankan economic activity? (08 Marks)

- c. Explain the appropriate actions to be taken by the organizations to manage the change. (06 Marks)

(Total 20 Marks)

Q4.

- a. *"A well-defined and executed brand strategy affects all aspects of a business and is directly connected to consumer needs, emotions, and competitive environments".*

Demonstrate the brand image crafting factors with suitable examples. (06 Marks)

- b. *“Pricing is a critical element in strategic marketing, and various pricing strategies can be employed to achieve different objectives”.*

Briefly explain any two pricing strategies applying in competitive market. (04 Marks)

- c. What are the trends and issues in wholesaling? (05 Marks)

(Total 15 Marks)

Q5.

- a. How are sustainability and eco-conscious marketing becoming integral to brand identity, and highlight examples of successful green marketing campaigns in 2023?

(07 Marks)

- b. Discuss the Emerging Marketing Trends in 2024 with examples. (08 Marks)

(Total 15 Marks)