



**SLIATE**

**SRI LANKA INSTITUTE OF ADVANCED TECHNOLOGICAL EDUCATION**

(Established in the Ministry of Higher Education, vide in Act No. 29 of 1995)

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**Higher National Diploma in Management**

**First Year, First Semester Examination – 2017 (New)**

**MAN 1106 Fundamentals of Marketing Management**

Instructions for candidates:	No. of questions	: 06
Answer <b>five</b> questions <b>only</b> .	No. of pages	: 02
Each question carries <b>equal</b> marks.	Time	: <b>Three (03) hours</b>

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**Question 01**

- (i) Define the term 'Marketing'. (04 Marks)
  - (ii) Mention six (06) core concepts in Marketing. (06 Marks)
  - (iii) Briefly discuss the three considerations of Societal Marketing concept. (10 Marks)
- [Total 20 marks]**

**Question 02**

- (i) What is 'Marketing Mix'? (04 Marks)
- (ii) Mention the actors/forces of internal and external environment. (06 Marks)
- (iii) Briefly discuss the steps of new product development. (10 Marks)

**[Total 20 marks]**

**Question 03**

- (i) What is 'Segmentation'? (04 Marks)
- (ii) What are the requirements for an effective segmentation? (06 Marks)
- (iii) Briefly explain the bases for consumer market segmentation. (10 Marks)

**[Total 20 marks]**

#### **Question 04**

- (i) What is 'Marketing Research?' (04 marks)
- (ii) Why Marketing Research is needed? (06 marks)
- (iii) Briefly explain the components of Marketing Information System. (10 marks)

**[Total 20 marks]**

#### **Question 05**

- (i) What is 'Price'?' (04 marks)
- (ii) What are the factors influencing the Pricing decisions. (06 marks)
- (iii) Briefly discuss on 'Consumer Market' and 'Industrial Market'. (10 marks)

**[Total 20 marks]**

#### **Question 06**

Write short notes on any five of the following.

- (i) Convenient goods
- (ii) Retailing
- (iii) Channels of Distribution
- (iv) Advertising
- (v) Consumer Buying Behaviour
- (vi) Targeting

(Each for 04 Marks)

**[Total 20 marks]**