



SLIATE

SRI LANKA INSTITUTE OF ADVANCED TECHNOLOGICAL EDUCATION
(Established in the Ministry of Higher Education, vide in Act No. 29 of 1995)

Higher National Diploma in Management

Second Year, Second Semester Examination – 2016

MAN 2235- Implementing and Monitoring Marketing Activities

Instructions for Candidates:
answer any 5 (Five) questions
All Question carry equal marks

No. of questions: 06
No. of pages : 02
Time : 03 hrs

Question No 01

- (i) What is marketing mix? (03 Marks)
- (ii) Why it (Marketing Mix) is called controllable? (04 Marks)
- (iii) Briefly explain the two sales forecasting methods. (06 Marks)
- (iv) “Segmentation, targeting and Positioning is essential for a Marketing” Do you agree? Discuss. (07 Marks)

[Total 20 Marks]

Question No 02

- (i) What are the components of marketing costs? (04 Marks)
- (ii) List the steps involved in marketing cost analysis. (05 Marks)
- (iii) What is marketing audit? And list the characteristics of marketing audit. (05 Marks)
- (iv) Briefly explains the components of marketing audit. (06 Marks)

[Total 20 Marks]

Question No 03

- (i) What is a marketing plan? (04 Marks)
- (ii) Why marketing plan is needed to the marketing? (06 Marks)
- (iii) Discuss the contents / elements of a marketing plan. (10 Marks)

[Total 20 marks]

Question No 04

- (i) What is total quality Management? (04 Marks)
- (ii) “Quality has many costs”. Discuss. (04 Marks)
- (iii) Briefly explain marketing planning process. (05 Marks)
- (iv) Explain how total quality management (TQM) used to improve the customer satisfaction. (08 Marks)

[Total 20 marks]

Question No 05

- (i) Mention the bases for evaluating marketing performance of a firm. (04 Marks)
- (ii) What do you mean by implementation of a marketing plan? (04 Marks)
- (iii) SWOT Analysis is an important tool for doing environmental analyses. Select an organization of your choice and do SWOT analysis. (12 Marks)

[Total 20 Marks]

Question No 06

Briefly explain the followings

- (i) Importance of linking marketing with other functional areas (05 Marks)
- (ii) Market Potential and Market Demand (05 Marks)
- (iii) Marketing Effectiveness (05 Marks)
- (iv) ISO 14000 standards (05 Marks)

[Total-20 Marks]