

EASTERN UNIVERSITY, SRI LANKA

**Second Year First Semester Examination in BBA /BCOM 2017/2018
Proper/Repeat (July/ August - 2019)**

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 Name of Paper **MKT 2013 Marketing Management**
 Index Number (Write very clearly)

<u>Directions to Candidates</u>	For Examiner's Use only		
Write on both sides of the paper. (2) write the number of each question at the top of each page in the space provided (3) Cross out all rough work and blank pages. (4)Fasten any supplementary paper, books, outline maps etc. at the end of this book so that it may provide continuous reading matter to the examiner. (5) Do not tear off any part of this answer book. (6) In no circumstances must this book, used or unused be removed from the Examination hall by a Candidate (7) Any candidate who is found to be in possession of any written, printed or pictorial matter not authorized by the Registrar will be required to give an explanation in writing, may be excluded from the examination hall and will be reported to the Vice-Chancellor.	Question No	Marks	
		Q ₁	
		Q ₂	
		Q ₃	
		Q ₄	
		Q ₅	
<u>For use of Candidates</u>			
Write here the NUMBERS OF THE ANSWER in the order in which they have been written.			
Number of books enclosed and any other annexure such as maps, graph paper etc.			
This book should be handed over personally to the invigilator. It should not be left behind on the desk.	TOTAL		

Nike's Promotional Mix and Marketing Mix

Nike Inc. uses its promotional mix or marketing communications mix to communicate with target customers in the global athletic footwear, apparel, and equipment industry. A company uses marketing communications to promote its business and products, considering the dynamics of its target markets. The marketing communications mix is also called promotion, which corresponds to the promotion component of the marketing mix or 4Ps

Nike Inc.'s marketing mix (4Ps) determines the profitability and growth of the athletic footwear, apparel, and equipment business. In this business case, Nike has a marketing mix that involves athletic products. For example, the company specializes in shoes that are designed to satisfy the needs of professional basketball and football athletes. However, these products are marketed to all consumers around the world, for athletic and leisure activities, based on the specifics of Nike's corporate mission and vision statements. Established in 1964, the company's 4Ps evolve according to the dynamics of the global sporting goods industry. Such evolution is a critical success factor that enables the business to use its marketing mix to respond to market trends and changes that influence local, regional, and international market demand for its products.

Through its marketing mix, Nike Inc. strengthens its capabilities to protect its business from the strong force of competition. The company competes against various firms involved in the footwear, apparel, and athletic equipment markets. For example, the business operates in the same markets as Adidas, Puma, Under Armour, ASICS, and VF Corporation. The Porter's Five Forces analysis of Nike Inc. shows that these firms exert a strong competitive force in the industry environment.

Nike's Products (Product Mix)

This element of the marketing mix enumerates the organizational outputs offered to target consumers. These outputs are known as the product mix. Nike Inc.'s growth comes with changes in its product mix. For example, the business continues its investment in research and development to produce new products and enhanced versions of its current products. Originally a distributor of shoes, the company now manufactures various shoes, apparel, and equipment for different sports. Based on Nike Inc.'s generic strategy and intensive growth

strategies, the business integrates new technologies into its product lines to improve product effectiveness and customer satisfaction. The following broad categories represent Nike's product mix: Shoes, Apparel and Equipment and accessories.

Shoes are the most popular products from Nike Inc. The business gradually adds new product lines in this category. For example, the company now offers running shoes, tennis shoes, and shoes for a variety of other sports, including cricket. Nike also sells apparel, such as jerseys, shorts, and related products. In addition, the company's product lines include accessories and equipment, such as golf clubs. These products are available under a number of the company's brands, including Air Jordan, Hurley, and Converse. Based on this element of the marketing mix, Nike expands its product mix to address the needs of its target markets and market segments.

The company is a good example of a business that uses different kinds of communication in its promotion activities. The firm's marketing communications mix is easily observable in the market, in the form of advertisements and other activities. The company's success places emphasis on the benefits of effective marketing communications. In this regard, other firms can learn possible best practices in promotions from this business case. Nike's marketing communications mix is effective because of the balance it creates between attracting new customers and keeping existing customers. In developing and maintaining its marketing communications mix, Nike Inc. applies a strategic combination of advertising, personal selling, direct marketing, sales promotions, and public relations.

This combination allows the company to effectively promote its products and strengthen its brand image. Brand image is one of the major business strengths and contributors to the company's long-term success, as shown in the SWOT Analysis of Nike Inc.

a. Describe about the Nike Inc.'s marketing mix.

(05 Marks)

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Lined area for writing, consisting of 25 horizontal dotted lines.

b. Considering this case study as a base, apply the SWOT Analysis to Nike Inc.'s.

(05 Marks)

Lined area for writing, consisting of 10 horizontal dotted lines.

c. Explain how can Nike Inc. boost their sales by applying the marketing communications mix?

(05 Mar

If you are the CEO of Nike Inc. illustrate the strategies that you are going to exercise to compete in the world of competition.

(05 Marks)

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(Total 20 Marks)

Underline the correct answer in the MCQ

Market share can be increased by _____

- a. Increasing the number of sales persons
- b. Increasing the sales volume
- c. Increasing the products
- d. Increasing production

(Marks 02)

- ii) The ultimate aim of Marketing is to provide
- a. More production
 - b. More staff
 - c. More profit
 - d. More business to the Company

(Marks

- iii) Which business strategy seems to be good for long run?
- a. To increase sales
 - b. To give more profit
 - c. To increase price
 - d. To increase profit margin

(Marks

- iv) Relationship marketing means?
- a. Selling to relatives
 - b. Selling by relatives
 - c. After sales service
 - d. Cross-selling

(Marks

- v) Digital marketing is similar to
- a. Online marketing
 - b. Cold calling
 - c. Web designing
 - d. Market forecast

(Marks

- vi) Which factor is/are responsible for Effective Market Segmentation?
- a. Measurability
 - b. Easy Accessibility
 - c. Sustainability
 - d. All of the above

(Marks

- vii) Short term planning focuses on:
- a. Functional Plans
 - b. Long term objectives
 - c. Specific goals
 - d. Both a and c

(Marks

ii) is the art of obtaining a desired object from someone by offering something in return.

- a. Marketing Myopia
- b. Selling
- c. Exchange
- d. Delivery

(Marks 02)

Which of the following information forms available to the marketing manager can usually be accessed more quickly and cheaply than other information sources?

- a. Marketing Intelligence
- b. Marketing Research
- c. Internal Database
- d. Customer Profile

(Marks 02)

Pricing to cover variable costs and some fixed costs, as in the case of some automobile distributorships that sells below total costs, is typical of which of the following pricing objective?

- a. current profit maximization
- b. Profit quality leadership
- c. Market share leadership
- d. Survival

(Marks 02)

(Total 20 Marks)

A marketing process is a series of steps that allow organizations to identify customer problems, analyze market opportunities, and create marketing materials to reach the desired audience.

Illustrate this by a simple model of Marketing Process.

(Marks 05)

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b) Marketing is all about creating value for the customers. So, as a first step in the Marketing Process, the company must fully understand consumers and the marketplace in which it operates.
Describe the value delivery process with suitable example.

(Marks 05)

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Differentiate the followings with examples.

(Marks 05)

i. Differentiate Latent Demand from Unwholesome demand with an example.

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ii. Differentiate Global Market from Government Market with an example.

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The digital revolution has placed a whole new set of capabilities in the hands of consumers and businesses.

Demonstrate the new consumer capabilities with example.

(Marks 05)

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(Total 20 Marks)

Q4. a)

The Boston Consulting Group (BCG) growth-share matrix is a planning tool that uses graphical representations of a company's products and services in an effort to help the company decide what it should keep, sell, or invest more in.

Illustrate the BCG growth-share matrix with suitable example.

(Marks 05)

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b)

A Marketing Intelligence system is a set of procedures and sources managers use to obtain everyday information about development in the marketing environment.

Explain the steps to improve the marketing Intelligence.

(Marks 05)

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Explain the term 'Market Research' and illustrate the 'Market Research Process' with examples.

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(Total Marks 20)

Your organization, product or brand can't be all things to all people. This is why you need to use Analysis (STP Analysis).

Describe the STP Analysis by distinguishing STP citing example of your choice.

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