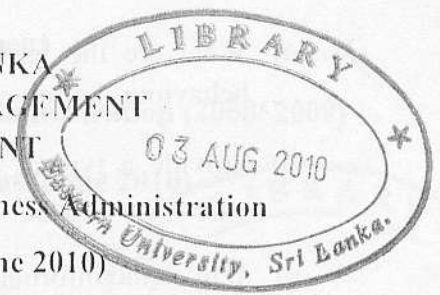


EASTERN UNIVERSITY, SRI LANKA
FACULTY OF COMMERCE AND MANAGEMENT
DEPARTMENT OF MANAGEMENT



Third Year – Second Semester Examination in Business Administration

Specialization in Marketing 2008/09 (June 2010)

MKT 3123 MARKETING COMMUNICATIONS

Answer all (5) questions.

Time: 3 hrs.

Q1. Read the following case and answer the following questions.

The financial crisis that affected the Charit (a charity organisation for disables) in Batticaloa meant that individual branches of Charit had to be self-supporting or closed. The Grade II branch of Batticaloa city was under threat because it operated at an annual deficit. Although the branch is situated in the heart of the Batticaloa city, a wealthy part of Batticaloa, most of the members of the branch spend their weekends in the other parts of Batticaloa and other main cities and therefore most of the members in the branch did not attend the branch on time for carrying out relevant activities. Since the building was only used for improving disables' individual singing ability on Sundays, it was hired out as a performance space to generate additional revenue, but due to the appalling state of the city branch's existing facilities, fees were low. However, many recognised the great potential the building had if it were to be improved. It desperately needed an air-conditioning system, toilet facilities, wheelchair access, a meeting room, lighting and a kitchen. Moreover, the branch's magnificent pipe organ, built by Auguste Gern in 1919 during the ruling by British monarchy, was in need of major renovation. The city branch members have formed an organised group with concerned people within the community. The organisation's objectives were to improve the facilities of the branch (the estimated cost required for renovation is Rs. 17 million) in order to create space for a day nursery and a financially viable centre for the performing arts for disables and others. A fund-raising appeal was launched, targeting households within the community as well as grant-giving organisations. There was little money to launch a campaign (the resources were several boxes of letterhead and the branch's basic database for collecting funds).

Required to answer:

- How do you relate the above context (in the paragraph) in relation to SOSTAC?
- Explain briefly every components of the SOSTAC except situation; and suggest some of your recommendations how those elements can be devised and explained to solve the problem and achieve the objectives in relation to the Batticaloa city branch of Charit.
- Indicate the advantages of the SOSTAC with respect to the Batticaloa city branch of Charit.

(28 marks)

- Q2. a) What are the basic aspects need to be considered in relation to consumer buying behaviour, before carrying out marketing communications?
- b) Provide a typical model for buying behaviour to enhance the integrated marketing communications.
- c) Why is the information needed to be collected through market research?

(18 marks)

- Q3. a) How do you ensure the good agency relationship in promotional activities of marketing communication?
- b) Explain the agency selection process and remuneration methods.

(18 marks)

- Q4. a) Identify typical field marketing activities that enable marketing communications successfulness.
- b) What do you understand by Multi-level Marketing and explain it with an example?
- c) Briefly explain the primary marketing responsibilities of the sales-force manager.

(18 marks)

- Q5. a) Identify a business and its objectives, target groups, promotional mix, and competitors.
- b) What type of communication mix you may consider for your product or service to promote your sales and profit?
- c) Draw a typical trademark or brand name that communicate much of your information (explain the purpose of having certain objects in your trademark or brand name).

(18 marks)