



Eastern University, Sri Lanka
Faculty of Commerce and Management
Final Year Second Semester Examination in BBA
(Specialization in Marketing Management) 2008/2009
(March/April 2010) (Proper)
MKT 4223 – Advanced Marketing Management

Answer all Questions

Time: Three hours

Q 1. Read the Case Study and answer the following questions.

Navaloka Hospitals

Founded as the first private medical clinic in Sri Lanka where doctors worked together to diagnose and treat patients, people travel from all the parts of the island seeking advice and treatment. The Navaloka Hospitals' patient-centered services ensure that every customer who walks through the doors leaves feeling confident about her / his health care. A profit organization, the Navaloka Hospitals' goal is to provide the best care to every patient every day through integrated clinical practice, education and research.

As the Navaloka Hospitals develop into new markets, the key to maintaining the brand and building brand equity is providing always high quality, patient-focused services according to the customer expectation. The perception is exceptionally positive word-of-mouth and true customer loyalty, which allow the Navaloka Hospitals to build a powerful brand with little advertising in the nation.

a) How does branding a service differ from branding a product? How has the Navaloka Hospitals taken these differences into account?

(08 marks)

b) In what ways the four service characteristics and service quality have been managed by the Navaloka Hospitals?

(10 marks)

c) How do the Navaloka Hospitals reinforce its brand image without advertising?

(10 marks)

(Total 28 Marks)

Q 2.

- a) Under what circumstances is the societal marketing concept most effective?
(06 marks)
- b) Branches of each financial companies will develop a marketing plan within the framework of an overall plan and the ultimate responsibility of implementing such plan will rest with the respective branch managers. Considering you as one of the branch-marketing managers, state and explain at least six matters that you might include when formulating a branch-marketing plan.

(12 marks)

(Total 18 marks)

Q 3.

- a) Planning marketing strategy based only on gender or age can be a mistake. Suggest a better way to plan a marketing program that would incorporate the factors of gender and age.
- b) Describe the process, step-by-step, that you would adopt when you prepare a marketing plan for delivering customer service in your business organization.

(08 marks)

(10 Marks)

(Total 18 Marks)

Q 4.

- a) What is test marketing, and what can be expected when a wise test marketing program is carried out if a big investment is involved in the introduction of a new product?
- b) You have been asked by your management to launch a new product. Identify and explain at least five suggestive ways of its improvement.

(09 marks)

(Total 18 Marks)

Q5.

a) Explain the reasons why markets be concerned with consumer spending behavior?

(06 marks)

b) Think of a product that you have purchased recently. Describe the features of the product, the price, the place or location where you bought it, and advertisement or promotion that helped you learn about the product.

(12 marks)

(Total 18 Marks)