

Eastern University, Sri Lanka

Faculty of Commerce & Management

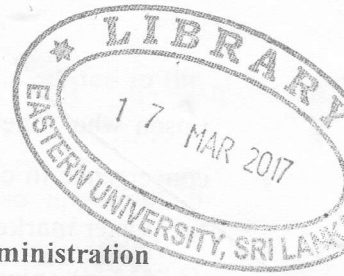
Second Year First Semester Examination in Bachelor of Business Administration

2014/2015 (November/December 2016) (Proper/Repeat)

MKT- 2013 Marketing Management

Answer All Questions

Time: 03 Hours



**Q1. Read the case and answer the questions given below.**

The **Lexmark** is a leading printing and imaging solution provider. Lexmark sells its products to customers in over 150 countries around the world. Lexmark caters to both business and consumer segments through products which are specially designed for both home and office. Lexmark sells dot matrix, Inkjet and Laser printers and other related printer supplies such as ink cartridges and toners. Lexmark is the third largest manufacturer of inkjet printers and fifth largest manufacturer of laser printers in the world. In the recent years, there has been a significant growth in the laser printer market. Lexmark has comparatively low presence in the Laser printing market.

Lexmark's product portfolio consists of single function printers, photo printers and all-in-one printers. Though Lexmark's portfolio is not as comprehensive as HP, its printers have attractive features and are priced lower than that of the competitors. Through research and development (R&D), Lexmark continuously develops new printer technologies and improves existing technologies. R&D focuses on continuously increasing product performance; ease of use and at the same time lowering the production cost. Lexmark has seven R&D centers around the world and holds over 4000 patents in countries all over the world. Lexmark's R&D efforts are aimed at developing laser printer technologies, wireless printers and multifunction printers.

In the recent years, the revenue and the operating income of Lexmark has significantly decreased whereas that of the competitors such as HP and Canon has increased. The printer market is very competitive. Lexmark competes with large competitors such as HP, Canon and

Epson who together with Lexmark caters to 80% of the global printer market. Further, convergence in copier and printer technologies has brought in a number of new players into the printer market. This includes companies such as Xerox and Ricoh who were previously copier companies. Around 80% of Lexmark's revenue is from mature markets such as US and EMEA. Although Lexmark has presence in the fast growing markets, it has comparatively a very low market share of these markets.

Growth in re-manufacturers of after-market supplies which includes ink cartridges and toners has created more competition. These manufacturers purchase empty cartridges and toners from the users and, refill and sell them for a lower price than that of the original cartridge manufactures. This has reduced the sales of Lexmark's cartridges and toners. Today, due to the increased use of mobile products such as laptops and other handheld computing devices, there is a growing demand for wireless networks and related peripherals including wireless printers. A wireless network enables wireless access to Internet, printing devices and provides connectivity for other wireless devices. Wireless networks are gradually becoming more popular in home and offices. Further, web printing is another important feature which is becoming popular in printers. Printing websites is not an easy task because printing a web page normally prints unnecessary and lengthy advertisements in the webpage. This has created requirements for facilities that can print only texts on the web page.

- a) Conduct a **SWOT** analysis for the use in the marketing planning process. (8 Marks)
- b) What marketing objectives should be set by Lexmark and what strategies should it use to achieve them? (10Marks)
- c) 'Successful firms must monitor the changes taken place in technological environment. The technological advances primarily influence marketing practices by enable firms to develop new products and to compete in new markets and help marketers to improve the way of trading'. **Discuss** this statement in the context of Lexmark. (10Marks)

(Total 28 Marks)

**Q2. “Marketing as an organizational philosophy and a societal process related to the way marketing is performed by organizations and individuals”**

- a. Define the term of “Marketing” and briefly explain why it is so important to organizations and individuals. (04 Marks)
- b. What are the four historically considered marketing eras and discuss the different characteristics of each era. (06 Marks)
- c. Briefly explain the concept of “Holistic Marketing” and outline its importance in the present world. (04 Marks)
- d. ‘Marketing facilitates exchange by performing a variety of activities that benefit consumers, producers and resellers alike’. **Briefly describe** each of these activities. (04Marks)

**(Total 18 Marks)** 

**Q3. “The three basic pillars of marketing are Segmentation, Targeting and Positioning”**

- a. List out the stages in Market Segmentation Decision Process. (04 Marks)
- b. Discuss how positioning can be possible through differentiation strategy. (04 Marks)
- c. What is the purpose of conducting a marketing research? and explain the primary stages of the marketing research process. (06 Marks)
- d. Identify the primary advantages and disadvantages of conducting a marketing research. (04 Marks)

**(Total 18 Marks)**

**Q4. "The quality of a products is playing a key role in a competitive market situation".**

a. 'Product Mix is the assortment of product lines and individual offerings available from a company'. **Define** the terms of "Product Lines" and "Individual Offerings".  
(03 Marks)

b. 'Products can be classified differently by different buyers'. **Identify** the basic classification of products.  
(05 Marks)

c. Identify the stages in the product life cycle and determine what are the strategies have being adapted by marketers in each stages in the product life cycle.  
(06 Marks)

d. List out the steps taken place in a new product development process.  
(04 Marks)

**(Total 18 Marks)**

**Q5. "In today's competitive environment, to sustain in the competitive market, Communication Mix is so essential and it is one of best way to reach the customers"**

a. Define the term of "Marketing Communication" and describe the elements of the marketing communication mix.  
(05 Marks)

b. Explain how the personal selling can be different from the direct marketing.  
(03 Marks)

c. 'Advertising is an organized way to sell the products or goods by giving information of them to the people with different sources'. **List out** the advantages and disadvantages, of conducting an advertisement.  
(04Marks)

d. 'The consumption is beginning with the buying decision of each individual'. **Briefly explain** the steps involved in the consumer buying decision making with suitable examples.  
(06 Marks)

**(Total 18 Marks)**