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APPOINTMENTS

Handling examination stress

By: Prasanna Perera, Markotding & Management Consultant, Chartered Management Consultant, Chartered

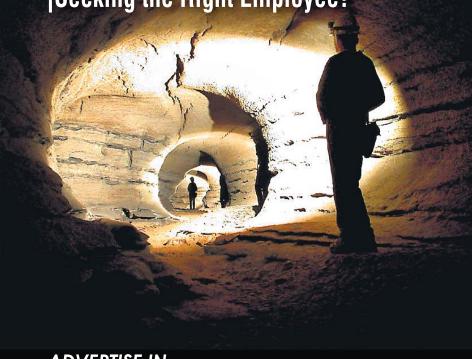
just before and dur-ing the exam The last few hours before an examina-tion can be a very anxious period. Many negative thoughts

tion can be a very anxious period. Many negative thoughts spring up will I fail? What if I get questions, I have not prepared for? Will I be able to manage the able to manage the normal, but clever students quickly convert them to positive thoughts, by reflecting on their efforts and preparation. What is the worst thing that can happen at an exam? Failure. Fear of failure is the most significant cause of pre-examination and post examination stress. Always remember that failure teaches you more than success. Failures are pillars of success. It is better to love and lose than not love at all.

At the exam you can reduce the stress levels by arriving early and settling down in the examination

stress levels by arriving early and settling down in the examination hall. Keep thinking about positive aspects as you await the examina-tion paper, such as success, happi-ness and career development. Contdon Page4





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Understanding marketing

By Ranjan Saheed

The term marketing could mean anything could mean anything from advertising. Promotions or may be even the process going to the weekend fair to purchase the week's day rations. But it's not so. The term market discipline. Advertising and the promotions are just the tip of the subject matter. It involves



and the protototoms are just the tip of the subject matter. It involves a complex of identifying needs and wants of customers and proving the prototomers and prototomers and wants of customers and prototomers of the prototomers of the prototomers of the second prototomers of th

to have some thing to eat.

to have some thing to eat.

A need a can be better defined as a state of unfulfilled desire of a state of felt deprivation (Kolter 1999). Needs are a part of the human make up and it cannot be created by a marketer. Needs are within oneself. No one can create hunger in a person or the desire to pass an exam. It has to come from his own initiative.

initiative.

But what is more important to a marketer

want When we have needs But what is more important to a marketer is the customer' want When we have needs we as customers seek alternatives to satisfy our needs or our desires. When we have the urge to reach for success and get a better job, we inquire from many of ours friends as to what are the best professional qualifications that you can study for Until we satisfy our needs we many feel uncomfortable or insective. The securic vor needs we many feel uncomfortable or insective. cure. To secure our needs we may desire cer-tain forms of tangible as intangible items.

tain forms of tangible as intangible items. These desires are wants. In other words, wants are alternatives that we have to satisfy our needs. Look at the following example. The Chartered Institute of Marketing (CIM) the apex body of marketing defines marketing much more broadly. In the definition by CIM, it encapsulates the organization responsibility to make profits but in an ethical manner or in a manner that is conductive to society. The Chartered Institute of marketing, Defines:

Defines:

"A management process of identifying, anticipating and satisfying customer needs and wants at a profit in a socially responsible manner"

Marketing, more than any other business inction, deals with customers. function, deals with customers. Understanding, creating, communicating, and delivering customer value and satisfaction are at the very heart of modern market delivery of existomer satisfaction at a potti. The twofold goal of marketing is to attract new customers by promising superior value and to keep current customers by delivering satisfaction.

Role of marketing in the modern busi-

Marketing places the compass on cus-omer satisfaction. contdon Page 4