

Principles of Marketing
1st Year 2nd Semester - 2016

Part B - Essay Questions - 2016

Answer only three (03) questions including question No.1.

Marks allocation: 60 Marks

1. Assume that you are a newly recruited Marketing Manager for a newly established company. the company is engaging in developing a report on selecting a Target Marketing strategy. Your General Manager asks you to prepare this particular report. Explain what you would include in that report.
You are required to explain what you would include in that report by giving emphasis to the followings,
 - Market segmentation
 - Target marketing and,
 - Market positioning strategies(30 Marks)
2. "Identifying the needs and wants of the customers and satisfy them better than the rivals is the whole concept of marketing".
Briefly explain the importance of customer loyal and retention.
(15 Marks)
3. "Customer Relationship Management is the overall process of building and maintaining profitable customer relationships by delivering superior customer value and satisfaction".
Discuss the statement by identifying the relationship building blocks.
(15 Marks)
4. "Marketing strategies and programs operate within the context of broader, companywide strategic plan". Explain how marketing plays a critical role in developing companywide strategic plan.
(15 Marks)

