

Part B

Answer all questions.

01. "Today's companies face their toughest competition ever. To win in today's marketplace, companies must become adept not only in managing products but also in managing customer relationships in the face of determined competition and a difficult economic environment."
(Philip Kotler.2007)

- i) Describe the competitor analysis by providing the suitable examples. (08 Marks)
- ii) Critically analyze the Four (04) Competitive Strategies in market place by choosing example from one of the industry in Sri Lankan market. (12 Marks)

(Total 20 Marks)

02. "Product mix is the set of all products and items a particular seller offers for sale".

- i) Explain the product mix analysis with suitable example. (08 Marks)
- ii) Describe types of pricing and branding decisions can get to shape up the marketing offerings. (12 Marks)

(Total 20 Marks)

03. "Retailing and wholesaling plays a very important role in most marketing channels. According to recent statistics of the countries around the world, each year retailers account for more than \$4.1 trillion of sales to final consumers throughout the globe."

(Gary Armstrong 2005)

- i) Describe recent Retailing Trends and Developments in global context. (10 Marks)
- ii) Discuss how retailer choices of organization are differ according to the product line patterns. (10 Marks)

(Total 20 Marks)

