

**Uva Wellassa University of Sri Lanka**  
**Faculty of Science and Technology**  
**Department of Science and Technology**  
**400 level 1<sup>st</sup> Semester Examination – Jul. /Aug. 2016**  
**EMG 445-1 Product Development and Marketing**



**Instructions to candidates:**

**Answer only two (02) questions including question no. one (01)**

**Duration** : One (01) hour

**Number of questions** : Four (04) Essays

**Mark allocation** : 40 Marks

**1) The objective of the product development is to cultivate, maintain and increase a company's market share by satisfying a consumer demand. To create the next product in a company's product line a design team goes through product development process steps.**

Describe the new product development process.

(25 Marks)

**2) The marketing environment represents a mix between the internal and external forces which surrounds an organization and has an impact upon it, especially their ability to build and maintain successful relationships with target customers.**

Undertake a SWOT analysis on the marketing environment.

(15 Marks)

**3) Marketing management must try to work out what goes in the mind of the customer – the "black box".**

Explain consumer buying process using Stimuli-Response model.

(15 Marks)

**4) Market segmentation enables companies to target different categories of consumers who perceive the full value of certain products and services differently from one another.**

Discuss the bases of market segmentation.

(15 Marks)

