

Uva Wellassa University

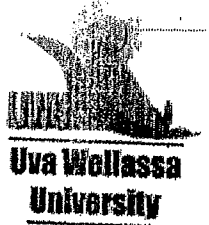
Faculty of Management

Degree of Bachelor of Business Management (BBM) Entrepreneurship and Management

Degree of Bachelor of Business Management (BBM) Hospitality, Tourism & Events Management

FIRST YEAR FIRST SEMESTER EXAMINATION-JUNE/JULY 2017

ENM 141-2/ HTE 172-2 Fundamentals of Marketing



Part B – Essay Questions

Answer only **three (03)** questions including question No 01.

Marks Allocation: 50 Marks

01. The Marketing Concept is the philosophy that firms should analyze the needs of their customers and then make decisions to satisfy those needs, better than the competition.

- i) Describe the process of Marketing while explaining the Core Concepts of Marketing. (15 Marks)
- ii) Briefly explain the evolution of Marketing Concepts. (15 Marks)

(Total marks-30)

02. Each product has a certain life cycle that begins with its development and ends with its decline. The idea of the Product Life Cycle is used in marketing to decide strategies such as when it is appropriate to advertise, reduce prices, explore new markets or create new packaging.

Explain the different marketing strategies that can be applied in different stages of Product Life Cycle with appropriate examples.

(10 Marks)

03. Market Segmentation is a marketing term referring to the aggregating of prospective buyers into groups, or segments that have common needs and respond similarly to a marketing action.

Explain the factors that can be considered in segmenting consumer markets with relevant examples.

(10 Marks)

04. Marketing Mix is a tool used by businesses and marketers to help determine a product or brands offering.

Assume that you take a new product or service to the market. Explain your marketing options in terms of Price, Product, Promotion, and Place to ensure your offering meets a specific customer need or demand.

(10 Marks)

05. Push and Pull strategies are promotional strategies used to get the product to its target market.

Differentiate between Push and Pull strategies with suitable examples. (10 Marks)

