



Uva Wellassa University

Faculty of Management

Entrepreneurship and Management Degree programme

Year 3 Semester II Examination – June/July 2009

EMG 381-2 Buyer behavior and Marketing



Part III – Essay questions

Answer all questions

1. Discuss the Product Life Cycle with different marketing strategies that can be adopted in each stage. Explain by using examples in relevant stages.
(20 marks)
2. Briefly discuss the importance of Supply chain management to an organization?
(15 marks)
3. Discuss the strategies that a marketer can use to reach the global market successfully. What are the advantages and disadvantages in those strategies?
(15 marks)

(Total 50 marks)

