

Uva Wellassa University
Faculty of Management

Bachelor of Business Management in Entrepreneurship and Management

Year 2 Semester I Examination – December/January 2009/2010

EMG 281-2 Dealing Customer through Marketing - Repeat

Time : Twenty (20) minutes
Total marks : 15

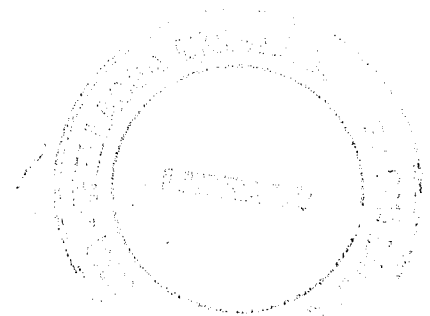
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Under line the correct answer from the choices given below for each question. Each question carries only one correct answer.

~~Explain the necessity of studying the importance of media in marketing environment.~~

(15 marks)

(Total 50 marks)



Part C – Essay questions

Answer all questions.

Total Marks 50

1. Marketing is not just a “telling and selling” a product or service to a customer. There are so many challenges to face as well as opportunities in the market. He should build relationships with the environment both internal as well as external.

Discuss this statement by taking examples.

(20 marks)

2. What is meant by “Marketing Concept”? Discuss with examples.

(15 marks)

3. Briefly explain the necessity of studying the importance of media in marketing environment.

(15 marks)

(Total 50 marks)

