



**Uva Wellassa University**  
**Faculty of Management**  
**Degree of Bachelor of Animal Science**  
*Year 3 Semester II Examination – June/July 2009*  
**EMG 383-1 Marketing Strategies**



**Part III – Essay questions**

1. Marketing is not just a “telling and selling” a product or service to a customer. So what is meant by Marketing? Briefly explain the challenges facing by a marketing manager in marketing environment.

(Total 20 marks)

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