



Uva Wellassa University
Faculty of Management

Degree of Bachelor of Animal Science and Degree of Bachelor of Aquatic Resources Technology

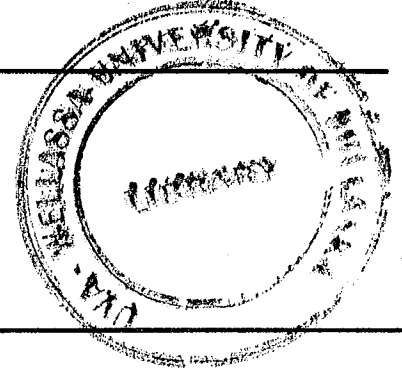
THIRD YEAR SECOND SEMESTER EXAMINATION – AUGUST/SEPTEMBER -2014

EMG 383-1 Marketing Strategies

Instructions to candidates:

No. of pages : Two (02)
No. of questions : Four (04)
Time allocation : One (01) hour
Marks allocated : 100 Marks

Answer any two (02) questions



01.

- i. What is meant by a marketing system?
(10 Marks)
- ii. Define the below mentioned marketing terms.
Value
Satisfaction
Exchange
Transaction
Relationship
(20 Marks)
- iii. Briefly explain five (05) marketing concepts.
(20 Marks)

02.

- i. Discuss the elements of Marketing Process.
(20 Marks)
- ii. Analyze marketing environment by using PESTEL analysis with a relevant example from the industry.
(20 Marks)
- iii. Briefly explain the significance of conducting a marketing research in a situation that the producer need to introduce a new product to the market.
(10 Marks)

03.

- i. Discuss the buyer decision making process by using relevant examples.
(10 Marks)
- ii. Briefly explain the three major levels of product development with relevant examples.
(12 Marks)
- iii. "Setting a price for a product or service is a critical management aspect".

You are required to:

Discuss the pricing process of a product with adequate examples.

(20 Marks)

- iv. Explain the significant role playing by a brand name as to grab the competitive advantage from the dynamic business environment.

(08 Marks)

04. Write short notes on any **five (05)** of the followings.

- I. Market penetration strategy
- II. Market skimming strategy
- III. Segmentation
- IV. Marketing distribution channels
- V. Niche marketing
- VI. Market positioning

(05*10=50Marks)