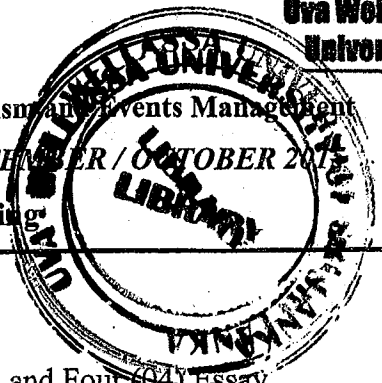


Uva Wellassa University
Faculty of Management

Degree of Bachelor of Business management in Hospitality, Tourism and Events Management

FIRST YEAR SECOND SEMESTER EXAMINATION – SEPTEMBER / OCTOBER 2017

HTE 181-2 Fundamentals of Marketing



Instructions to candidates:

- No. of pages : Seven (07)
- No. of questions : Fifteen (15) MCQs, Five (05) Structured and Four (04) Essay
- Time : 02 Hours
- Marks allocated : 100 Marks

Index No:

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Section "B" - Essay Questions

Answer three (03) questions including question number 01

- 1) The marketing environment consists of actors and forces outside the organization that affect management's ability to build and maintain relationships with target customers.

Discuss the importance of Micro and Macro environmental forces in marketing environment that affect the company's ability to serve its customers. You could get an example from the market to explain your answer.

(25 Marks)

- 2) "Marketing research is the systematic design, collection, analysis and reporting of data to specific marketing situation facing an organization". (Kotler, 2007)

Explain the marketing research process.

(15 Marks)

3)

- I. Discuss different bases of segmenting in the context of consumer markets and business markets.

(07 Marks)

- II. Briefly explain internal and external factors affect on pricing decisions.

(08 Marks)

- 4) **New product development** refers to original products, product improvements, product modifications, and new brands developed from the firm's own research and development.

Discuss how marketing strategies change during the product life cycle. Justify your answer by referring to a product in the market.

(15 Marks)