

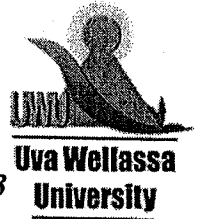
Uva Wellassa University

Faculty of Science and Technology

Degree of Bachelor of Technology in Science and Technology

FOURTH YEAR FIRST SEMESTER EXAMINATION – MARCH/APRIL 2013

EMG 445 -1 Product Development and Marketing



Instructions to candidates:

No. of pages : Two (02) pages
No. of questions : Five (05) Essay
Time : One (01) Hour
Marks allocation : Forty (40) marks
Answer any two (02) questions.

Index Number:

01. "Once the product is launched, the next objective would be to experience a favourable long lasting future for a product. Hence, the characteristics of each of the stage of product life cycle are of greater importance to the marketer".

You are required to:

Discuss how the marketer has to change the strategies in terms of the different stages of the product life cycle. (20 Marks)

02.

- i) Briefly explain the following terms. (05 marks)
- a) Customer perceived value
 - b) Customer life time value

- ii) "Contemporary marketing emphasizes the need for building long lasting relationships with various units in the marketing environment". Critically discuss the statement. (15 marks)

(Total – 20 Marks)

03. Critically discuss how the elements of marketing environment influence the marketing activities of a firm. (20 Marks)

04. Critically discuss the method of designing a customer driven marketing strategy. (20 Marks)

05.

- i) How do you define the term "product"? (05 marks)
- ii) Discuss the stages of product development process of a firm. (15 marks)

(Total – 20 Marks)