



Uva Wellassa University

Faculty of Management

Degree of Bachelor of Business Management in Entrepreneurship and Management

THIRD YEAR FIRST SEMESTER EXAMINATION-SEPTEMBER/OCTOBER 2012



EMG 381-2 Buyer Behaviour and Marketing (Re-Repeat)

Section - C Essay Questions

Answer any two (02) questions.

Marks Allocation: 50 Marks.

01. "To win today's market place organizations must become adept not only in managing products, but also in managing customer relationships in the face of determined competition".

You are required to:

Discuss the statement by pointing out the sequential steps in competitors' analysis.

(25 Marks)

02. "If this business were split up, I would give you the land and bricks and mortar, and I would keep the brand and trademark, and I would fare better than you"- John Stewart, Co-founder of Quaker Oats.

You are required to:

Discuss the different brand development strategies.

(25 Marks)

03. "Companies must communicate with current and prospective customers, and what they communicate should not be left to chance".

You are required to:

Explain how companies can develop effective communication strategy.

(25 Marks)