



# Uva Wellassa University

## Faculty of Management

3<sup>rd</sup> YEAR 2<sup>nd</sup> SEMESTER EXAMINATION – JUNE / JULY 2010

EMG 381-2 Buyer Behavior and Marketing



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### Part III – Essay questions

Answer 3 questions including question number 1  
Marks allocation 50

1. Discuss the Maturity stage of Product Life Cycle with different marketing strategies that can be adopted. Explain by using examples. (20 marks)
2. Briefly explain BRANDZ model. (15 marks)
3. Explain the four common pathways that marketers keen on when presenting metrics in the marketing dashboard. (15 marks)
4. Differentiate between Mass Communication and Personal Communication. (15 marks)

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