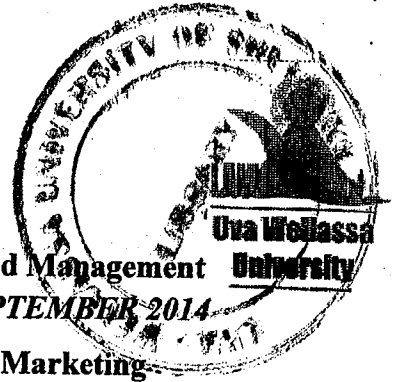


Uva Wellassa University
Faculty of Management

Degree of Bachelor of Business Management in Entrepreneurship and Management
FIRST YEAR SECOND SEMESTER EXAMINATION- AUGUST/SEPTEMBER 2014

EMG 181-2 Principles of Marketing/ Dealing Customer through Marketing



Section II – Essay Questions
Answer all the questions

1. "BCG Growth Share matrix is one of the best portfolio planning tools that can plan the current business portfolio, even though some disadvantages can be observed in the BCG matrix".
Discuss this statement

(20 Marks)

2. What is meant by the "Consumer's Black Box"? Explain your answer by taking examples from the market.

(15 Marks)

3. Write short notes on **any four**
 - a) Customer Relationship Management
 - b) Market Development strategy
 - c) Selling Concept
 - d) Niche-Marketing
 - e) Michael Porter's value chain approach

(20 Marks)