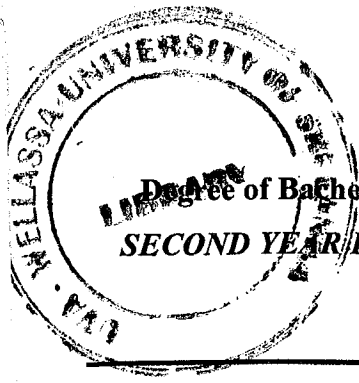




Uva Wellassa University

Faculty of Management

Degree of Bachelor of Business Management in Entrepreneurship Management

SECOND YEAR FIRST SEMESTER EXAMINATION – AUGUST/SEPTEMBER -2014

EMG 281-2 Marketing Strategies



Instructions to candidates:

No. of pages : Three (03)
No. of questions : Six (06)
Time allocation : Two (02) hours
Marks allocated : 100 Marks
Answer any **four (04)** questions

01.

- i. “Marketing involves creating value, effectively communicating and delivering the value to the customers”.

You are required to:

Discuss how business organizations can obtain competitive advantages from value creation.

(10 Marks)

- ii. Differentiate corporate goals and marketing goals in a business environment.

(05 Marks)

- iii. “Business organizations use integrated marketing tools to communicate with their customers effectively”.

You are required to:

Briefly explain five major integrated marketing tools used by business organizations.

(10 Marks)

02.

- i. “Brand is a corporate asset to any business organization”.

Explain the unique features of an effective brand name.

(10 Marks)

- ii. What are the different ways of perceiving a brand in the mind of the beholder?

(05 Marks)

- iii. "To reach the competitive edge in the dynamic business environment, brand personality act as a strategic tool". Discuss the statement.

(10 Marks)

03. "Communication through advertisements is a very sensitive issue since it can touch customer's emotions, and may produce expected or unexpected positive or negative reactions in return".

You are required to:

- i. Briefly explain major decisions that business organizations have to make when they design an advertisement.

(15 Marks)

- ii. Discuss the reasons for using direct channels by modern business organizations.

(10 Marks)

04.

- i. Briefly explain the four major players in media campaign.

(10 Marks)

- ii. What are the different types of agencies that a business organizations can use to their media campaign?

(10 Marks)

- iii. Briefly explain different types of online marketing channels.

(05 Marks)

05. "The best companies around the world are discovering a powerful new source of competitive advantage. It referred as Supply Chain Management and it encompasses all of those integrated activities that brings a product to market and creating a satisfied customer in return".

You are required to:

- i. Briefly explain the significance of Supply Chain Management for modern dynamic business environment to smooth their operations.

(10 Marks)

- ii. Discuss the objectives of Supply Chain Management with a relevant example.

(15 Marks)

06.

- i. Explain briefly four introductory marketing strategies with relevant examples.

(08 Marks)

- ii. What is meant by Relationship Marketing? Briefly explain reasons for the growing popularity of Relationship Marketing.

(10 Marks)

- iii. Discuss the main factors to be considered by an organization in develop a marketing plan.

(07 Marks)

