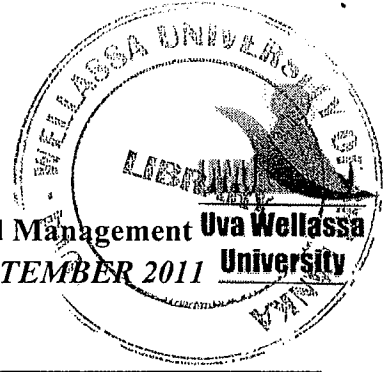


Uva Wellassa University
Faculty of Management

Degree of Bachelor of Business Management in Entrepreneurship and Management
FIRST YEAR SECOND SEMESTER EXAMINATION - AUGUST/SEPTEMBER 2011

EMG 181 -2 Dealing Customer through Marketing



Instructions to candidates:

No. of pages : Four (04)

No. of questions : Five (05) Structured

Index Number:

: Four (04) Essay

Time allocation : One (01) Hour and Fourty (40) min.

Marks allocated : Eight five Marks

Question paper is not to be removed from examination hall

Part C – Essay Questions

Answer only three (03) questions including question No.1.

Marks allocation: 50 Marks

1. Assume that you are a newly recruited Marketing Manager for a newly established company which is engaging in developing a report on selecting a target marketing strategy. Your General manager asks you to prepare this particular report.

You are required to explain what you would include in that report by giving emphasis to the following

Market segmentation
Target marketing and,
Market positioning strategies

(20 Marks)

2. “Customer Relationship Management is the overall process of building and maintaining profitable customer relationships by delivering superior customer value and satisfaction”. Discuss the statement by identifying the relationship building blocks

(15 Marks)

3. “Marketing strategies and programs operate within the context of broader and companywide strategic plan”. Explain how marketing plays a critical role in developing companywide strategic planning

(15 Marks)

4. “The central question for marketers is: how do consumers respond to various marketing efforts that the company might use.” Explain the statement by using customers’ “black box” variables

(15 Marks)