

Uva Wellassa University

Faculty of Management



Degree of Bachelor of Business Management in Entrepreneurship and Management

SECOND YEAR FIRST SEMESTER EXAMINATION – JULY / AUGUST 2016

EMG 281-2 Marketing Strategies



Section - B

Answer only Three (03) Questions

1) "Brands serve several valuable functions. At their most basic level, brands serve as markers for the offerings of a firm. Brands thus reflect the complete experience that customers have with products. Brands also play an important role in determining the effectiveness of marketing efforts such as advertising and channel placement. Finally, brands are an asset in the financial sense." (Keller K.L & Lehman D.R, 2005)

i. Briefly explain following four types of brands.

a) Manufacturer's brands

b) Private brands

c) Licensed brands

d) Co-brands

(3×4=12 Marks)

ii. Explain four types of brand development strategies with suitable examples.

(13 Marks)

(Total-25 marks)

2) "The ultimate objective of competitor analysis is to know enough about a competitor to be able to think like that competitor so the firm's competitive strategy can be formulated to take into account the competitors' likely actions and responses. From a practical viewpoint, a strategist needs to be able to live in the competitors' strategic shoes." (Czepiei J.A, Kerin R.A, 2009)

i. Briefly explain following orientations, which companies adapt, in facing to competitive environment;

a) Competitor-centered company

b) Customer-centered company

c) Market-centered company

(09 Marks)

ii. Discuss the sequential steps of competitor analysis process.

(16 Marks)

(Total-25 marks)

3) "Most firms market several somewhat similar products called product line. Policies of product diversification and new product introduction have been implemented by widening the product line" (Urban G.L, 1969)

i. Explain Product Line Decisions with suitable examples.

(12 Marks)

ii. Explain Product Mix Decisions with suitable examples.

(13 Marks)

(Total-25 marks)

4) "Customer relationship Management is a method of understanding the customer behavior through intense communication with him/her to improve the performance which is represented in attracting the customer, keeping him/her and increasing his/her loyalty and profitability." (Swift, 2000)

i. Explain how the customer benefits from the integration of Supply Chain Management (SCM) with Customer relationship Management (CRM). (15 Marks)

ii. Discuss the benefits of relationship marketing. (10 Marks)

(Total-25 marks)

