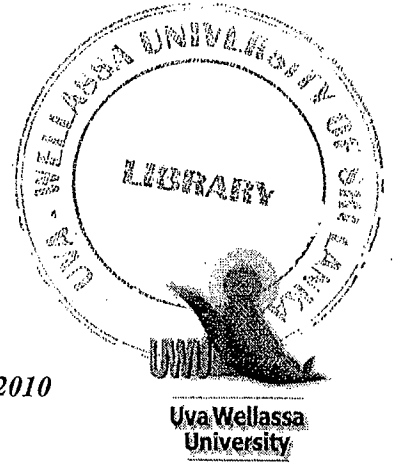


Uva Wellassa University

Faculty of Management

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

EMG 383-1 Marketing Strategies



Instructions

Answer all questions

No. of pages : Seven

Time : One hour

Total marks allocated : 100

Index No.

NO

Part III – Essay questions

Marks allocation: 40

Case Study Analysis - “Innovations as a challenge”

Assume that you are the Marketing manager in “ Blue Garden” Hotel, that has located in Beruwala, coastal area. The hotel started its operations in 1990 and both local as well as foreign tourists are concerned as customers. Hotel has earned considerably high profits for past years of its operations.

The Top management has taken a decision to open a branch, another hotel under the same management with a different name and with different target market and customer base. They have selected Ampara coastal area (Eastern Province) or Uva area for this operation. However the final decision has not taken about the location for the new branch.

As the Marketing manager, they have requested you to analyze the situation by carefully investigating the customer bases and target markets in proposed areas.

Both proposed places have different marketing environment as well as different potential customer bases. Coastal area, the competition is extremely high, but if they consider Uva as the proposed place, they have to find more innovative ways to market their service. Presently, they cater food almost in sea food to the customers and if they choose Uva region, again the food sector also have to change by introducing many innovations.

Questions

- (1) Analyze both places by using SWOT analysis and by taking different customer groups and marketing environment. (15 marks)
- (2) What is your suggestion for this situation? (10 marks)
- (3) Briefly explain marketing strategies that you apply to the selected place. (15 marks)
