

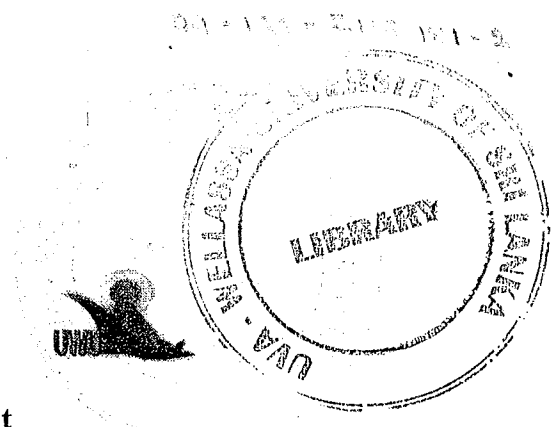
Uva Wellassa University

Faculty of Management

Degree of Bachelor of Business Management and Entrepreneurship

Year 1 Semester II Examination – June/July 2009

EMG 181-2 Dealing Customer through Marketing



Section III – Essay questions

Answer all questions.

1. Marketing is not just a “telling and selling” a product or service to a customer. So what is meant by Marketing? Briefly explain the challenges facing by a marketing manager in marketing environment.

(20 marks)

2. What is meant by “The Societal Marketing Concept”? Discuss with examples.

(15 marks)

3. Briefly explain the necessity of studying Political Environment in marketing.

(15 marks)

(Total 50 marks)
