

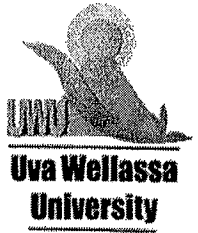
# Uva Wellassa University

Faculty of Animal Science and Export Agriculture

AQT Degree program And ANS Degree program

3<sup>rd</sup> YEAR 2<sup>nd</sup> SEMESTER EXAMINATION – SEPTEMBER / OCTOBER 2013

EMG 383-1 Marketing Strategies



## Instructions to candidates:

No. of pages : Two (02)  
No. of questions : Three (03)  
Time : One hour (01)  
Marks allocated : Hundred (100) Marks

Index No:



Question no 01 is compulsory.

Marks allocated: Fifty (50) marks.

1.

- a) What is marketing? (03 marks)
- b) What can be marketed? Give seven (07) things. (07 marks)
- c) What are the 7 "P" s of marketing mix? (07 marks)
- d) Give three (03) types of market leader strategies. (03 marks)
- e) Mention the importance of SWOT analysis to a marketing manager. (07 marks)
- f) What are the four (04) stages of product life cycle? (04 marks)
- g) State five (05) elements of customer driven market. (05 marks)
- h) State four (04) methods for tracking customer satisfaction towards particular products. (04 marks)
- i) "First time customers also could become inactive or ex-customer". Give four (04) reasons. (04 marks)
- j) Write six (06) components of a "product". (06 marks)

(Total marks 50)

Answer any question from Question no (02) and (03).  
Marks allocated: Fifty (50) marks

2

- a) Draw the "Generic value chain model developed by Michel Porter".  
(10 marks)
- b) "Secret behind the high customer loyalty is to deliver high customer value in return". Do you agree or disagree with this statement?
- c) Explain your answer by taking "Generic value chain".  
(30 marks)
- d) Why organizations need to attract and retain customers?  
(10 marks)

(Total marks 50)

3. a) Describe the marketing environment.  
(20 marks)
- b) What is product life cycle?  
(05 marks)
- c) Explain the product life cycle marketing strategies by taking examples from product market.  
(25 marks)

(Total marks 50)