

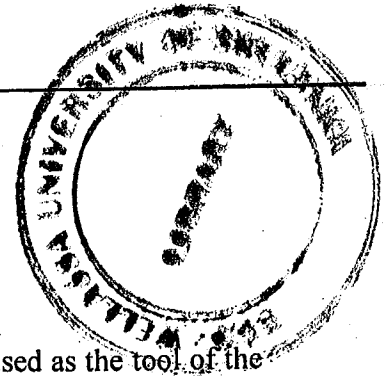
**FIRST YEAR SECOND SEMESTER EXAMINATION –SEPTEMBER/OCTOBER 2012**

ENM 181-2 Principles of Marketing  
HTE 171-2 Fundamentals of Marketing

**Part C- Essay Questions**

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

Marks allocation: 50 Marks



01. In developing a customer driven marketing strategy, marketing mix is used as the tool of the firm in order to influence the buyer's response and thereby to make a total marketing offer.

**You are required to:**

- i) Explain what do you mean by a total marketing offer? (04 marks)
  - ii) Analyze the components of a "product" with adequate examples. (06 marks)
  - iii) Discuss the steps in designing a customer driven marketing strategy. (10 marks)
- (Total – 20 Marks)

02. Marketing practices are criticized stating that certain practices hurt the individual customers, society as a whole and other firms in the industry. Hence, contemporary business organizations have started various initiatives towards socially responsible marketing practices.

**You are required to:**

- i) Briefly explain the concept of "Enlightened marketing". (03 marks)
  - ii) Explain how the unethical marketing practices would impact on individual customers, society as a whole and other firms in the industry. (12 marks)
- (Total – 15 Marks)

03.

- i) Explain how changes in the demographic and economic environments affect marketing decisions of an organization. (07 marks)
  - ii) Explain the importance of marketing information to the company and its understanding of the market place. (08 marks)
- (Total – 15 Marks)

04. It has been suggested that marketing has evolved from the early days of the production orientation to today's societal marketing concept. However, not all companies have adopted the marketing concept, let alone the societal marketing concept.

**You are required to:**

Answer following questions. You may support your answers with examples of current business world. Justify your selections.

- i) Why might some companies still operate under the production, product or selling orientations?
- ii) What impact might this have on their profitability and customer satisfaction/retention?

**(15 Marks)**