

Uva Wellassa University
Faculty of Management



Degree of Bachelor of Business Management in Entrepreneurship and Management

Degree of Bachelor of Business Management in Hospitality, Tourism and Events

Management

FIRST YEAR FIRST SEMESTER EXAMINATION – JULY/AUGUST 2016

ENM 141-2/HTE 172-2-Fundamentals of Marketing



Part B- (Total 55 Marks)

Answer only two (02) questions including question number one (01).

01. "Organizations employ strong customer driven marketing strategies and programs that create customer value and relationships. These marketing strategies and programs, however, are guided by broader company-wide strategic plans, which must also be customer focused."

Philip Kotler (2007)

- i). Briefly explain the company wide strategic planning proven which helps for the marketing function of the organization by using an example.

Your answer must include the steps of strategic planning process

(Total 30 Marks)

02. Assume that you are an employee of the Marketing Department of Maura Company. One of your senior staff members has given you a task to analyze the consumer decision making patterns in specific market segment.

- i). Explain the buyer decision making process.

(10 Marks)

- ii). Describe the Characteristics affecting on the Consumer Behavior with examples.

(15 Marks)

(Total 25 Marks)

03. "Customer Relationship Management (CRM) is the overall process of building and maintaining profitable customer relationships by delivering superior customer value."

Gary Amstrong (2005)

- i). Briefly explain how an organization can apply the CRM in the business activities.

(10 Marks)

- ii). Critically assess the benefits that Organization can gain through managing profitable customer relationships.

(15 Marks)

(Total 25 Marks)

04. "Buyers are too numerous, widely scattered, and varied in their needs and buying practices. Moreover, the companies themselves vary widely in their abilities to serve different segments of the market"

i). Explain the market segmentation with three types of markets. (10 Marks)

ii). Discuss how organization Chooses a Differentiation and Positioning Strategies in market place with suitable examples. (15 Marks)

(Total 25 Marks)

