Uva Wellassa University

Faculty of Animal Science and Export Agriculture

AQT Degree Program and ANS Degree Program

3rd YEAR 2nd SEMESTER EXAMINATION – JANUARY/FEBRUARY 2016

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
Answer **any two (02)** questions.

1) The concept of transactions leads to the concept of a *market.* A *market* is a set of actual and potential buyers who might transact with a seller. The concept of markets finally brings the concept of *marketing.*

   a) Briefly explain the key customer markets with appropriate examples. (25 Marks)

   b) Define the concept of 'Marketing' according to Phillip Kotler. (05 Marks)

   c) Briefly explain the following core concepts of marketing.

      I. Customer Value
      II. Target Market
      III. Needs and Wants
      IV. Segmentation

   (4×5=20 Marks)

   (Total Marks 50)

2) The marketing environment is not only a very broad entity, but perhaps even more importantly, it keeps changing.

   a) Explain the main elements of an organizations' marketing environment. (30 Marks)

   b) Briefly evaluate the significance of current and future environmental challenges on organizations with related examples. (20 Marks)

   (Total Marks 50)

20

3) Developing a marketing mix is a step of the marketing process. Any organization tries to design and activate the marketing mix which can achieve its objectives in target market.

a) Briefly explain the marketing process of an organization.

(20 Marks)

b) Explain the 4 P's of marketing mix of a product in an organization.

(15 Marks)

c) "An appropriate and individual marketing mix should be developed for each products". Do you agree with the statement? Justify your answer.

(15 Marks)

(Total Marks 50)