



Uva Wellassa University

Faculty of Management

Degree of Bachelor of Business Management in Entrepreneurship and Management

And

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

FIRST YEAR SECOND SEMESTER EXAMINATION –SEPTEMBER/OCTOBER 2013

EMG 181-2 - Principles of Marketing/ Dealing Customer through Marketing

HTE 171-2 Fundamentals of Marketing

Part C- Essay Questions

Answer **only two (02)** questions including question No.1

Marks allocation: 50 Marks

01. Marketing information includes all the data, in terms of facts, opinions, views, guidelines and policies, which are necessary to make vital marketing decisions. The data is collected from customers, competitors, company sales force and other staff, government sources, specialized agencies and sources. Marketing Information System (MIS) provides relevant, reliable and required information in respect of business environment-both internal and external environments. Such information is vital for successful decision making.

- i) Explain the importance of information to the company and its understanding of the market place. (10 Marks)
- ii) Briefly explain the advantages of Marketing Information System (MIS) (15 Marks)

(Total - 25 Marks)

02. Discuss the steps of developing a customer driven marketing strategy. (25 Marks)

03. Discuss how marketing practices create negatively impact on customers. (25 Marks)