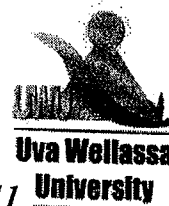


**Uva Wellassa University**  
**Faculty of Animal Science and Export Agriculture**  
**Degree of Bachelor of Animal Science**  
**THRID YEAR SECOND SEMESTER EXAMINATION –AUGUST/SEPTEMBER 2011**  
**ANS 383 -1 Marketing Strategies**



**Instructions to candidates:**

No. of pages : Three (03)  
No. of questions : Ten (10)  
Time allocation : Fifteen (15) minutes  
Marks allocation : 10 Marks

Index Number:

**Answer all questions**

Each question has one correct answer only. Indicate it by underlining.

**Part C – Essay Questions**

Answer **only three (02)** questions from Part C including question no.1.

Marks allocation: 50 Marks

1. “The central question for marketers is: How do consumers respond to various marketing efforts the company might use?” Explain the statement by using customers’ “black box” variables.

(30 Marks)
  
2. “Customer Relationship Management is the overall process of building and maintaining profitable customer relationships by delivering a superior customer value and satisfaction”. Discuss the statement by identifying the relationship building blocks.

(20 Marks)
  
3. “Marketing strategies and programs operate within the context of broader, companywide strategic plan”. Explain how marketing plays a critical role to develop companywide strategic planning.

(20 Marks)