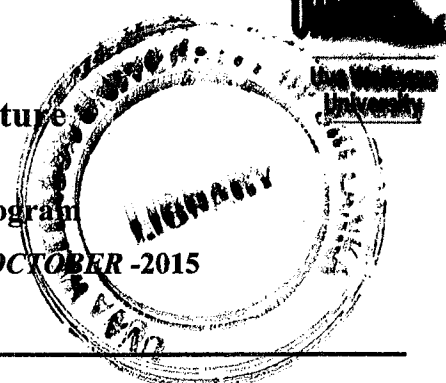


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Uva Wellassa University
Faculty of Animal Science and Export Agriculture
Animal Science Degree Program

Aquatic Resources Technology Degree Program

THIRD YEAR SECOND SEMESTER EXAMINATION – SEPTEMBER/ OCTOBER -2015

EMG 383-1 Marketing Strategies



Instructions to candidates:

No. of pages : Two(02)
No. of questions :Four (04)
Time allocation : One (01) hour
Marks allocated : 100 Marks

Answer any two (02) questions

01.

i. Define below mentioned Marketing terms.

- a) Value
- b) Satisfaction
- c) Exchange
- d) Transaction
- e) Relationship

(20 Marks)

ii. What is the significance of the brand name for a product? Discuss your answer.

(15 Marks)

iii. Explain major brand name elements with relevant examples.

(15 Marks)

02.

i. What are the levels of market segmentation? Explain your answer with practical examples from market.

(20Marks)

ii. Discuss the criteria that use to evaluate Market segmentation.

(10 Marks)

iii. Analyze marketing environment by using the SWOT analysis with a relevant example from the Industry (SWOT analysis for a product in the market)

(20 Marks)

03.

- i. Who is the consumer? Briefly explain your answer?

(10 Marks)

- ii. Discuss the factors which influence for buyer behavior in the market place. Use a product/ service as an example to justify your answer.

(20 Marks)

- iii. There are four types of buyer decisions. Explain by producing an example for each type.

(20 Marks)

04. Write short notes on any **five (05)** of the followings.

- a) Cost based Pricing strategy
- b) Segmentation
- c) Product mix
- d) Marketing Distribution Channels
- e) Product Life Cycle
- f) Niche market

(05*10=50 Marks)