

Uva Wellassa University

Faculty of Management

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

FIRST YEAR SECOND SEMESTER EXAMINATION – DECEMBER/JANUARY 2017

HTE 174-2 / HTE 171-2 Fundamentals of Marketing



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Section C- Essay Questions



Answer only two (02) questions.

01. New product development refers to original products, product improvements, product modifications, and new brands developed from the firm's own research and development

a). Briefly describe the 08 steps of New Product Development Process.

(10 Marks)

b). Discuss different reasons for new product failures in the contemporary business world. Justify your answer with examples.

(10 Marks)

(Total Marks 20)

02. "STP- (Segmentation, Targeting and Positioning) is one of the most important processes in strategic marketing which management should take on both at the start of a new offer creation as well as part of a periodic revision of the collection of offers and strategies by the organization."

Discuss different approaches that can be used in the STP process with related examples from the tourism and hospitality industry. Your answer should start by defining the segmentation, targeting and positioning (STP).

(20 Marks)

(Total Marks 20)

03. **The marketing environment consists of actors and forces outside the organization that affect management's ability to build and maintain relationships with target customers.**

Discuss the importance of Micro and Macro environmental forces in marketing environment that affect the company's ability to serve its customers. Your answer should be elaborated with related examples from tourism and hospitality industry.

(20 Marks)

(Total Marks 20)