

Uva Wellassa University

Faculty of Management

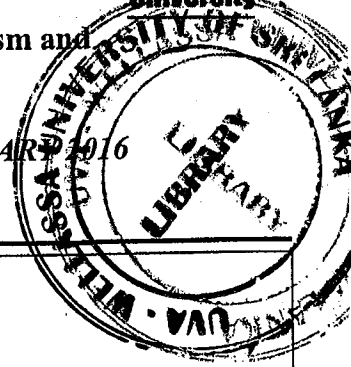
Degree of Bachelor of Business Management (BBM) in Hospitality, Tourism and
Events Management

FIRST YEAR SECOND SEMESTER EXAMINATION – JANUARY/ FEBRUARY 2016

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



Uva Wellassa
University



Instructions to candidates:

No. of pages : Five (05) Pages
No. of questions : Fifteen (15) - MCQ Questions
Four (04) - Essay Questions
Time : Two (02) Hours
Marks allocated : Hundred (100)

Index No:

Section - "B"

Answer any three (03) questions including question number one (01). Question number one (01) is compulsory.

01. The marketing environment includes the actors and forces outside marketing that affect marketing management's ability to build and maintain successful relationships with target customers.

a. Explain the actors in micro-environment close to the company that affect its ability to serve its customers. Use adequate examples to support your answer.

(10 Marks)

b. Explain the macro environment of a company with all the actors that shape opportunities and pose threats to the company. Adequate examples should be given to support your answer.

(10 Marks)

c. Briefly discuss the advantages of analyzing marketing environment for an organization in the contemporary business world.

(10 Marks)

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

a. Discuss the conceivable reasons for new product failures in the competitive business environment.

(10 Marks)

b. Explain the new product development process underlying major steps with appropriate examples.

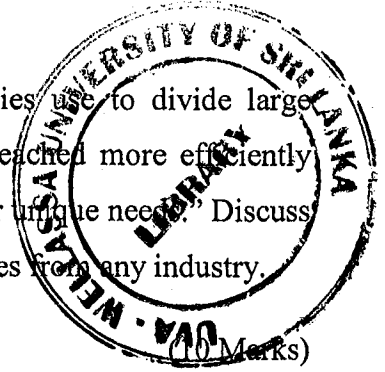
(10 Marks)

03.

a). Select any consumer product or service from the market and explain the buyer decision process of your selected product or service.

(10 Marks)

b). "Market segmentation is the process that companies use to divide large heterogeneous markets into small markets that can be reached more efficiently and effectively with products and services that match their unique needs." Discuss the possible bases of segmentation using adequate examples from any industry.



04. **Portfolio analysis** is a major activity in strategic planning whereby management evaluates the products and businesses that make up the company.

a. A company can classify all its SBUs according to the **BCG growth-share matrix**. Explain possible strategies to pursue for SBUs' as per the classifications of this analysis.

(10 Marks)

b. Select any product or service related to the Hospitality and Tourism industry. Develop Marketing Mix strategies for your selected product or service in each stage of its life cycle.

(10 Marks)

