

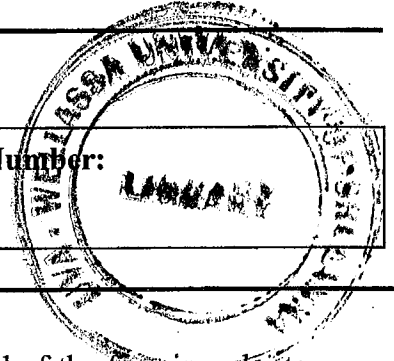
Uva Wellassa University
Faculty of Animal Science and Export Agriculture
Degree of Bachelor of Science in Aquatic Resources Technology and
Degree of Bachelor of Animal Science
THIRD YEAR SECOND SEMESTER EXAMINATION - SEPTEMBER/OCTOBER-2012
EMG 383-1– Marketing Strategies



Instructions to candidates:

No. of pages : Two (02)
No. of questions : Four (04)
Time allocation : One (01) Hour
Marks allocated : Forty (40) marks
Answer **any two (02)** questions.

Index Number:



01. In developing marketing strategies, marketing mix is used as the tool of the firm in order to influence the buyer's response and thereby to make a total marketing offer.

You are required to:

- i) Explain what do you mean by a "Total marketing offer". (04 marks)
- ii) Analyze the components of a "product" with adequate examples. (06 marks)
- iii) Discuss the steps in designing a customer driven marketing strategy. (10 marks)

(Total – 20 Marks)

02. Thejani is getting prepared for starting her own business. Her knowledge on marketing is very low. However, she has heard that a marketer should have a good understanding about consumer buyer behavior as their responses are different and stimulated by various factors.

You are required to:

Advice Thejani on the followings.

- i) How customers arrive at buying decisions? (08 marks)
- ii) How innovations would adopt in the market? (12 marks)

(Total – 20 Marks)

03. Nilupul has a new business idea and he has discussed with one of the prospective investors about this business idea with a business plan. The prospective investor is happy for the business idea and he has asked Nilupul to present his detailed "Marketing Plan" for the business idea. Since Nilupul has not studied about marketing, he is expecting your support to develop the marketing plan.

You are required to:

Advice Nilupul on how to prepare a complete marketing plan for the business idea.

(20 Marks)

04.

- i) Briefly explain the factors to be considered by a marketer in selecting a target marketing strategy. (04 marks)
- ii) Briefly explain how a marketer would develop a positioning strategy for a new product. (04 marks)
- iii) "Generally, a product passes through few stages in its life cycle and product life cycle explains the different patterns of marketing mix variables over the life cycle stages".

You are required to:

Discuss the above statement.

(12 marks)

(Total – 20 Marks)