



**Uva Wellassa University**

Faculty of Management

~~Degree of Bachelor of Business Management in Entrepreneurship and Management~~

*2<sup>nd</sup> YEAR 1<sup>st</sup> SEMESTER EXAMINATION – FEBRUARY/MARCH 2012*

**EMG 281-2 Buyer Behaviour and Marketing**

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University**

## Section - C Essay Questions

Answer only three (03) questions including question number one (01).

Marks Allocation: 55 Marks.

### 1. McDonald's and Ukrop's supermarkets Joint Venture at Virginia Commonwealth University

The two McDonald's on campus are now offering students a choice between fast food and home-meal replacement products. McDonald's was able to expand its product line by joint venturing with Ukrop's supermarket. The supermarket provides it "fresh Express," a series of home placement meal products, ranging from macaroni and cheese to grilled Dijon chicken. Under the arrangement, Ukrop's supplies the meals to McDonald's for resale. The meals are displayed in a refrigerated case set off by an awning. The home replacement meals have accounted for up to one-third of McDonald's sales. Through the joint venture, McDonald's was able to acquire a new product line and increase its sales. By partnering with the developer of the product, McDonald's avoided the cost of new product development.

**You are required to:**

Discuss how McDonald and Ukrop should jointly develop and commercialize the new product with special reference to the necessary steps in the new product development.

(25 Marks)

2. "To win today's market place organizations must become adept not only in managing products, but also in managing customer relationships in the face of determined competition".

**You are required to :** Discuss the statement by pointing out the sequential steps in competitors' analysis.

(15 Marks)

3. "If this business were split up, I would give you the land and bricks and mortar, and I would keep the brand and trademark, and I would fare better than you"- John Stewart, Co-founder of Quaker Oats.

**You are required to :** Discuss the different brand development strategies?

(15 Marks)

4. "Companies must communicate with current and prospective customers, and what they communicate should not be left to chance". Explain how companies can develop effective communication strategy?

(15 Marks)

