

	UNIVERSITY OF RUHUNA FACULTY OF MANAGEMENT AND FINANCE	No. of Pages : 02 No. of Questions: 05 Total Marks : 70
	BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE 4000 LEVEL FIRST SEMESTER END EXAMINATION - AUGUST/SEPTEMBER 2022	<i>Three Hours</i>
MKT 41533 - Strategic Marketing		Academic Year 2021/2022
Instructions ➔ Answer all the questions		

Question 01

- 1.1) One of the world's most successful global fashion retail brands owner stated, "Customer insights are the holy grail of modern business; the Secret of our success is an unrelenting focus on the customer while bringing the brand's success to the heights it has achieved today."

Discuss the above statement by highlighting the scope of customer analysis.

(09 Marks)

- 1.2) "There are two different ways of identifying current competitors, the customer base perspective and the Strategic group perspective". Briefly explain the "customer base competitor analysis perspective."

(05Marks)

[Total 14 Marks]

Question 02

- 2.1) Analyzing the sub-market helps to identify smaller trends that might not be visible in larger spectrums. Explain the three (03) dimensions that can be used to analyze the sub-market.

(09 Marks)

- 2.2) "The environmental analysis has no bounds. It is very broad and involves casting a wide net. Based on convenience, it has been structured on three pillars technical inquiries, consumer trends, and economic forces".

Briefly explain how consumer trends from these three pillars will impact on firm's strategies. Use appropriate examples to validate the answer.

(05 Marks)

[Total 14 Marks]

Question 03

- 3.1) "A sustainable competitive advantage is an element or combination of elements of the business strategy that provides a meaningful edge over existing and future competition". Using relevant examples, discuss how a firm can use different factors to acquire a sustainable competitive advantage.

(09 Marks)

- 3.2) It is strategically crucial to develop strong brand assets that enable the firm to be unique in the market. Briefly explain how 'Brand Associations' can provide competitive advantages for a given product.

(05 Marks)

[Total 14 Marks]

Question 04

"Businesses need growth; however, all growth strategies may not be apparent." Critically discuss the Energizing and Leveraging business strategies. Use necessary examples to validate your answer.

[Total 14 Marks]

Question 05

Assume that You are the CEO of a local company that has found it necessary to develop global strategies to compete effectively. Explain the possible issues that should be concerned when adopting to global strategy. Use examples where necessary to validate your answer.

[Total 14 Marks]
