

	<b>UNIVERSITY OF RUHUNA</b> <b>FACULTY OF MANAGEMENT AND FINANCE</b>	No. of Pages : 02 No. of Questions: 05 Total Marks : 70
	BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE 4000 LEVEL FIRST SEMESTER END (REPEAT/OLD SYLLABUS) EXAMINATION - AUGUST / SEPTEMBER 2022	<i>Three Hours</i>
<b>MKT 4152 - Strategic Marketing</b>		
<b>Instructions</b> ➡ 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. Briefly explain the "customer base competitor analysis perspective."

(05Marks)

[Total 14 Marks]

### Question 02

- 2.1) Analyzing the submarket 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 submarket.

(09 Marks)

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

Discuss the consumer trend mentioned in the statement by using relevant examples.

(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 get a sustainable competitive advantage.

(09 Marks)

3.2) Distinguish the concepts of "Incremental Innovation", "Substantial Innovation", and "Transformational Innovation".

(05 Marks)

[Total 14 Marks]

**Question 04**

Businesses need growth; however, all growth strategies are not 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 by using necessary examples.

[Total 14 Marks]

\*\*\*\*\*