CINEC CAMPUS
Beyond A Graduate

Faculty	Department / Section/Division
Not Applicable	Learning Resource Centre

Past Papers

Faculty of Management & social Sciences
Department of Management and Business Studies

BMgt. (Hons) in Retail Marketing and Branding

(Year 3 – Semester I)

2019 - 2022

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Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt Hons in Retail Marketing and Branding
Course CODE: BMgt 555

Year 3 Semester I
SEMESTER END EXAMINATION
Retail Marketing Management - BRMB 3306

- This paper consists of EIGHT questions on THREE (03) pages.
- Answer <u>FIVE (05)</u> questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2020.09.17   Pass mark: 40%   Time: 03 Hours

Question 01: (Compulsory)

Retail is one sector that has displayed immense growth potential especially in the last couple of years with mega mall projects, new supermarket brands and online operators – as well as capital infused rapid expansion and upgrades of well-established supermarket brands – keeping both consumers and industry experts excited about the future.

(a) Analyse the Macro environmental changes and challenges that affect Sri Lankan supermarket industry using an appropriate model or framework.   (10 Marks)

(b) Based on your analysis, identify and explain 02 key Macro-environmental challenges and their implications on local supermarket chains.   (10 Marks)

Question 02

(a) Critically assess the Retailer Role in a supply chain.   (10 Marks)

(b) Briefly explain the classification of retail formats with examples   (10 Marks)

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Question 03

(a) Explain the Wheel of Retailing Theory with examples (10 Marks)

(b) What is the core idea behind The Accordion Theory? Explain your answer with different stages of the accordion theory. (10 Marks)

Question 04

(a) Identify and explain 04 influences of shoppers and their behaviour. (10 Marks)

(b) How these factors have changed Sri Lankan fashion shoppers in recent past? Explain your answer with practical insights. (10 Marks)

Question 05

Explain the stages of the consumer decision process in relation to retailing with a hypothetical example of your choice. (20 Marks)

Question 06

(a) What is meant by trading area analysis? Why it is important in retail store selection process? (10 Marks)

(b) Explain the different parts of the trading area with a retail example of your choice. (10 Marks)

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Question 07

(a)   Explain 03 different types of Retail Locations with examples.   (10 Marks)

(b)   Explain 03 market, management and employee needs to in assessing and planning
      retail organization (03 from each perspective)   (10 Marks)

Question 08

Write short notes on any FOUR of the following using examples where appropriate:

(a) Mazur plan

(b) Employee Turnover Reduction Strategies

(c) Bullwhip effect

(d) IST Strategies

(e) Category Management

(f) Operations blueprints   (05 Marks*4=20 Marks)

-------------------END OF THE QUESTION PAPER-----------------

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Year 3 Semester I
SEMESTER END EXAMINATION
Quality Management - BRMB 3304

- This paper consists of EIGHT questions on SIX (06) pages.
- Answer <u>FIVE (05)</u> questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2020.09.15   Pass mark: 40%   Time: 03 Hours

Question 01 (Compulsory)

(a) Briefly explain the application of the service quality dimensions with regard to a

retail store environment   (04 Marks)

(b) Discuss eight dimensions on product quality   (16 Marks)

Question 02

(a) Apply Service quality (SERVQUAL) Framework to a Retail store/Super market and

discuss.   (10 Marks)

(b) Just in Time (JIT) is a popular inventory management technique. Discuss the

application of the technique with its benefits, drawbacks and strategies to mitigate

those drawbacks.   (10 Marks)

Question 03

(a) Define the term, Total Quality Management (TQM)   (01 Mark)

(c) List down the nine (09) principles or elements in TQM   (09 Marks)

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(b) Discuss five supplier quality evaluation criterions   (10 Marks)

Question 04

Writes short notes on selected four (04) topics mentioned below

(a) Quality circles

(b) Process approach to quality

(c) 5 why method

(d) ISO 22000:2018

(e) Gemba Kaizen   (04* 05 Marks)

Question 05

(a) "Process approach enhances the goal congruence among employees"

Do you agree with the statement? Justify your answer.   (04 Marks)

(b) "Quality is free even though there are costs associated with quality"

Do you agree with this statement? Justify your answer with appropriate examples.

(16 Marks)

Question 06

(a) As per your knowledge and undercharging what new products and services can be introduced to Sri Lanka with regard to the aging population?   (10 Marks)

(b) Participative Management refers to as an open form of management where employees are actively involved in organization's decision making process.

Suggest 10 participative management techniques that can be used by an organization.   (10 Marks)

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Question 07

The data given below are 20 samples taken from a filling process of a wheat flour manufacturing firm. For each sample the mean and the standard deviation are calculated. Weight of wheat flour the packet is taken as the important quality characteristic.

Table 7.01: Sample data

Sample no.	Sample Values					Mean	Standard Deviation
	Sample 1	Sample 2	Sample 3	Sample 4	Sample 5		
1	200	201	201	197	195		
2	191	206	193	196	191		
3	204	195	198	209	206		
4	208	203	192	195	191		
5	190	194	202	198	203		
6	203	203	193	206	201		
7	201	199	208	210	205		
8	200	193	204	205	198		
9	205	208	202	190	200		
10	199	194	192	200	206		
11	210	207	203	207	194		
12	208	209	191	194	196		
13	196	199	202	195	200		
14	204	192	194	196	206		
15	203	205	192	193	202		
16	192	209	200	193	202		
17	199	203	203	196	193		

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18	204	204	207	196	190		
19	190	192	191	202	204		
20	193	199	210	194	198		

(a) Calculate the sample mean and standard deviation values. (05 Marks)

(b) Calculate 3σ trial control limits for 's' chart. (05 Marks)

(c) Discuss the validity of the trial control limits for s charts. (02 Marks)

(d) Calculate 3σ trial control limits for $\bar{X}$ charts. (06 Marks)

(e) Discuss the validity of the trial control limits. (02 Marks)

Question 08

(a) LightPulse is a LED bulb manufacturing company. The manufacturing process produces 500 bulbs per hour. A sample bulb is selected about every half an hour and after five parts are obtained, the average of these five measurements is plotted on an $\bar{x}$ control chart.

The assignable cause in the manufacturing process results in an instantaneous upward shift in the control chart. Briefly explain whether this sampling scheme is appropriate. If your answer is "NO", propose an alternative procedure. (10 Marks)

(b) Answer following MCQ questions. Write the correct answer in the answer book

(10 Marks)

1) **Statistical Process Control helps determine**

(A) If assignable causes are disturbing the process

(B) If vendor performance is falling

(C) If customers are happy

(D) If customers are motivated

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2) **A control chart displays**

(A) Whether workers are motivated

(B) Inspectors are doing their job

(C) Process variability

(D) Process capability

3) **An assignable cause is generally known to**

(A) Vendors

(B) Product designer

(C) Workers

(D) Customers

4) **A Pareto chart shows**

(A) That the process is in control

(B) The vital few from the trivial many

(C) Process capability

(D) A line drawn as production proceeds

5) **Cause-effect diagram is used in**

(A) Problem identification

(B) Field visits

(C) Vendor surveys

(D) Problem analysis

6) **P Charts are based on**

(A) Binomial Distribution

(B) Normal Distribution

(C) Poison Distribution

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(D) Hypergeometric distribution

7) **An assignable variation may be due to**

(A) Variation in raw materials

(B) Limitations of the process

(C) Variation in skills of the employees

(D) All of the above

8) **Control charts are used to monitor**

(A) Random variation

(B) Natural variation

(C) Assignable variation

(D) All of the above

9) **Natural variations are the many sources of variation within a process that**

(A) Are not perfect

(B) Have several assignable causes of variation

(C) Are in statistical control

(D) Are out of control

10) **Which of the following chart types would be used to monitor the fraction of a production lot of desktops that had scratches on the surface**

(A) X bar charts

(B) P charts

(C) C harts

(D) S charts

--------------------*END OF THE QUESTION PAPER*----------------

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Year 3 Semester I
SEMESTER END EXAMINATION
Customer Relationship Management - BRMB 3302

- This paper consists of EIGHT questions on THREE (03) pages.
- Answer <u>FIVE (05)</u> questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2020.09.10   Pass mark: 40%   Time: 03 Hours

Question 01: (Compulsory)

a) Explain Customer Relationship Management (CRM)?   (05 Marks)

b) Explain any three (3) of the following.

    I.   Customer Lifetime Value (CLV)

    II.   Customer Influencer Value (CIV)

    III.   Customer Referral Value (CRV)

    IV.   Customer Knowledge Value (CKV)

    V.   Customer Life Cycle (CLC)   (15 Marks)

Question 02

a) Explain the functionality of one of the following customer relationship management (CRM) technologies and discuss how the selected technology benefit an organisation and their staff.

    I.   Marketing Automation

    II.   Sales force Automation

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   III.   Service Automation   (10 Marks)

b) "To meet the needs of various customers, business must provide the right blend of direct and indirect channels". Explain what direct channels and indirect channels are and discuss their roles in customer relationship management.   (10 Marks)

Question 03

a) Write notes on the following concepts.

    I.   Behavioral vs attitudinal loyalty.

    II.   Efficiency profit vs effectiveness profit.   (10 Marks)

b) "For many prospects, the campaign is the first opportunity for engaging in a dialogue with the firm".

    I.   List the stages of campaign management process.   (02 Marks)

    II.   Discuss one step identified above.   (08 Marks)

Question 04

Identify two primary customer-based metrics (one customer activity metrics and one customer acquisition metrics) and two popular customer-based metrics. Discuss how each metrics can be calculated and used for organization decision making.   (20 Marks)

Question 05

a) Write notes on any two of the followings;

    I.   RFM Value

    II.   Past Customer Value

    III.   Lifetime Value Metrics

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IV. Customer Equity   (10 Marks)

b) Firms employ different customer selection strategies to target the right customers. Explain one of the popular customer selection strategies used by companies highlighting its use.   (10 Marks)

Question 06

a) Categorise the customer databases based on the information included in the databases. Explain each database type in brief.   (08 Marks)

b) "In customer management, data mining can help to gain a better understanding of the customers and their needs". Explain data mining process using a suitable theoretical model.   (12 Marks)

Question 07

a) List the stages/ phases that are common in a CRM implementation projects.

                                                                      (05 Marks)

b) Discuss the first two steps/ phases identified above.   (15 Marks)

Question 08

a) Briefly explain the steps in developing a CRM strategy.   (10 Marks)

b) Explain any two of the following concepts.

   I.   Operational CRM projects.

   II. Application CRM project.

   III. Analytical CRM projects.   (10 Marks)

--------------------END OF THE QUESTION PAPER------------------

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Year 3 Semester I
SEMESTER END EXAMINATION
Digital Media Marketing - BRMB 3303

- This paper consists of EIGHT questions on FOUR (04) pages.
- Answer <u>FIVE (05)</u> questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2020.09.12   Pass mark: 40%   Time: 03 Hours

Question 01: (Compulsory)

Zalando – Digital Marketing

Zalando exploits the power of digital media and distribution to grow a multi-billion euro business in less than five years. Once a novel single-country startup, Zalando has become a €6 billion company and Europe's top Fashion retail platform.

Now, Zalando sells over 1,500 international brands, including international premium brands as well as localized brands that are only available per country. For each of the 15 tailor-made websites per country they serve, they include customized shipping, payment, fashion and marketing strategies unique to the culture and country.

Zalando is popular and successful for many reasons including a media, content, merchandising and localization strategy applied to each country, an effective customer satisfaction programme and focus on the mobile experience. Their Google AdWords programme is particularly important as a method for them to gain rapid awareness in each country they have entered since other online media techniques like SEO (too slow to grow an audience rapidly in a competitive market) and social media (relatively poor at impacting

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online sales) can be lacking to gain traction in a market. Using AdWords and offline advertising plus the distribution infrastructure requires a significant investment, so substantial initial backing is needed for an international e-commerce business like this, evident since it took four-plus years to break even in the core regions of Germany, Austria and Switzerland.

(a) Explain the digital marketing strategy behind Zalando success   (07 Marks)

(b) What could have done differently at Zalando?   (06 Marks)

(c) Suggest future Digital Marketing directions for Zalando.   (07 Marks)

Question 02

(a) Describe how customers and companies are becoming interconnected through Digital Marketing using examples.   (10 Marks)

(b) Choco is newest chocolate brand that is planning to launch in Sri Lanka.
Explain the areas that they need to be focused when they design their website to suit Sri Lankan audience.   (10 Marks)

Question 03

(a) Taniya is starting a new home based Baking business and planning to promote her business through Social Media.

Explain the key capabilities that she needs to develop in order to run a successful Digital Marketing campaign for her business using Social Media Adoption Framework.

(10 Marks)

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(b) Taniya also understands that she needs to have a comprehensive communication strategy in order to maintain brand message consistency.

Create a communication strategy for Taniya's business using PRACE model.

(10 Marks)

Question 04

(a) Explain the customer buying journey with an appropriate example. (10 Marks)

(b) Explain how FMCG companies are adding more value to their customers using Digital Marketing Tools with examples. (10 Marks)

Question 05

(a) Device the 5S approach based Digital Marketing objectives for Singer SL with clearly stated justifications. (10 Marks)

(b) Champs at Home: A Tik Tok dance challenge by Nestle Sri Lanka to promote Milo brand under the hashtag of #ChampsAtHomeLink
Explain ladder of engagement and link above mentioned Digital Marketing campaign with the concept, ladder of engagement. (10 Marks)

Question 06

(a) Summarize the relevance of the elements of a SOSTAC® e-plan for CINEC Campus.

(10 Marks)

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(b) Outline & explain the factors that may contribute to digital business failure with examples. (10 Marks)

Question 07

(a) Explain and contrast the relevance of the concepts of social CRM and social business for Online Vegetable Delivery Start-up. (10 Marks)

(b) Himali is planning to start a new business in selling high-end designer shoes. However, she's not yet convinced about the benefits of Digital Marketing. Build a sound business case for investment in digital marketing for Himali. (10 Marks)

Question 08

(a) Define & explain appropriate measures for traffic-building quantity and quality for a campaign for an educational institute website. (10 Marks)

(b) Explain the benefits of viral digital marketing campaigns with examples. (10 Marks)

--------------------END OF THE QUESTION PAPER-----------------

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Year 3 Semester I
SEMESTER END EXAMINATION
Retail Buying and Negotiation - BRMB 3301

- This paper consists of EIGHT questions on TWO (02) pages.
- Answer <u>FIVE (05)</u> questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2020.09.08   Pass mark: 40%   Time: 03 Hours

Question 01: (Compulsory)

Assume that you are the Purchasing Manager of a large clothing store in Sri Lanka. A potential supplier is offering a new brand, but the retail margin is not attractive.

(a)   How would you negotiate a better retail margin?   (10 Marks)

(b)   What value additions would you request from the supplier? (In addition to the margin)   (10 Marks)

Question 02

What are the qualities and characteristics of a successful retail buyer? Identify and briefly discuss.   (20 Marks)

Question 03

What actions can a retail buyer take to improve relationships with suppliers? Briefly identify and discuss.   (20 Marks)

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Question 04

Discuss the reasons why a retail buyer should have a good understanding of consumer buying behavior.   (20 Marks)

Question 05

(a)   Briefly explain the concept of "Category Management"   (10 Marks)

(b)   Why should a retail buyer understand and implement Category Management?
                                                                          (10 Marks)

Question 06

Identify and discuss the retail trends in the Sri Lankan supermarket industry   (20 Marks)

Question 07

Identify the different types of suppliers and discuss how a retail buyer should engage with them.   (20 Marks)

Question 08

Write short notes on the following :

(a)   Visual Merchandising   (05 Marks)
(b)   Negotiations   (05 Marks)
(c)   Managing a retail buying team   (05 Marks)
(d)   Retail Marketing   (05 Marks)

--------------------END OF THE QUESTION PAPER----------------