Postgraduate Diploma in Marketing
June 2020 Examination
Contemporary Marketing for Sustainability (CMS)

Date: 22 July 2020

<table>
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<th>Time: 1300Hrs – 1600Hrs</th>
<th>Duration: Three (03) Hrs</th>
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Total marks for this paper is 100 marks.

There are two parts in this question paper. All questions in Part One are compulsory.

It includes a mini case.

Part Two includes 6 Essay Type Questions. Answer 03 questions from this part.

Instructions to candidates

1. State your Registration Number on the front cover of the answer booklet and on each and every additional paper attached to it. Your name must not appear anywhere in the answer booklet or answer scripts.

2. Always start answering a question on a new page.

3. You are reminded that answers should not be written in pencil or red pen except in drawing diagrams.

4. Answer the questions using:
   - Effective arrangement and presentation
   - Clarity of expression
   - Logical and precise arguments
   - Clear diagrams and examples where appropriate

5. Illegible handwriting and language errors will be penalised.
PART ONE

Answer all questions

Question 01: Case Study

Nutri Hut is a recently opened restaurant in Thalawathugoda and is dedicated to satisfy the nutritional requirements of their customers while providing tasty Sri Lankan food in a buffet style. Rather than providing the service for the customers who visit the Nutri-Hut outlet, they provide opportunities for customers in Colombo suburbs to order through their website and hotlines. While attending more on the quality of their food, they try to manage the Nutri-Hut’s interior and exterior environment to create pleasant feeling in their customers’ minds. Further, they believe that satisfying hunger is not the only requirement of customers in visiting such a restaurant. Therefore, customers’ emotional needs are also valued by the Nutri-Hut’s management. Further, the management always makes sure that their staff is working happily, since they believe that customer satisfaction starts with good staffing and the treatment of one’s own employees. Additionally, they believe that, limiting to 4Ps marketing strategies is not enough for them.

a) Briefly explain with examples how customer evaluation of products is different from services. (08 Marks)

b) Nutri-Hut believes “Customer satisfaction starts with good staffing and treatment of one’s own employees”. Explain this statement by illustrating the service profit chain. (08 Marks)

c) “Restaurant design has become a compelling element as its menu” (Danny Meyer, 1998). Explain this statement by applying your knowledge on the importance of physical evidence in designing service cape. (08 Marks)

d) Explain how Nutri-Hut can use “7 Ps” to create viable strategies to meet customer needs profitably. (08 Marks)

e) Transforming high contact services into low contact services is becoming a growing trend in today’s convenience-oriented society. Explain how Nutri-Hut applies this strategically to develop their business by elaborating the advantages and disadvantages of such transformation. (08 Marks)

(Total 40 Marks)
PART TWO

This part includes SIX (06) Essay Type Questions
Answer THREE (03) questions

Question 02
“Service economy can refer to one of the recent economic developments”. Explain the forces that transform economies into service economies. (20 Marks)

Question 03
“In mature services, core products often become commodities and supplementary services are needed to differentiate them from other competitive varieties”. Justify this statement taking a people processing organization, as an example. (20 Marks)

Question 04
Why is it so important for service firms to adopt focused strategies in their choice of service offerings and markets? Explain your answer highlighting four (04) basic focus strategies. (20 Marks)

Question 05
‘Wheel of loyalty’ is a service marking model that is used in order to increase the number of loyal customers and keep them. Critically evaluate this statement by describing the applicability of this model while depicting the same. (20 Marks)

Question 06
Though services are prominent in any economy, the nature of the services creates more difficulties for both service providers and customers. Explain;

  a) unique characteristics of services
  b) problems arise due to these characteristics
  c) Strategies to overcome such issues

(20 Marks)
Question 07

During the COVID-19 pandemic situation, it was evident that digital marketing can play a vital role in many aspects to achieve different marketing objectives. Explain how the service industry (banking & finance, telecommunication, education & etc) can get the best use of digital marketing to reach out to their customers and provide their services during a similar situation by providing few examples.

Answer Guideline: Students need to take **at least two (02)** different service industries and explain how those sectors are using digital marketing to achieve their marketing goals effectively.

(20 Marks)

(Total 60 Marks)

(Total 100 Marks)

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