



PAST PAPERS

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 1 – Semester II)**

**2019 - 2022**

Document Control & Approving Authority	Senior Director – Quality Management & Administration
--	---

1 <sup>st</sup> Issue Date: 2017.01.30	Revision No.00	Revision Date: 17.08.2022	Validated by: Librarian
--	----------------	---------------------------	-------------------------



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



Year I Semester II  
 REPEAT EXAMINATION  
 Fundamentals of Branding - BRMB 1310

- This paper consists of EIGHT (08) questions on THREE (03) pages.
- Answer FIVE (05) 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: 2022.08.22

Pass mark: 40%

Time: 03 Hours

**Question 01: (Compulsory)**

- Explain what you understand by the term "Brand" (05 Marks)
- "The scope of the branding has gone beyond branding physical goods in the current market" Explain your stand on the statement with examples (10 Marks)
- What is the importance of brands to a company/ manufacturer? (05 Marks)

**Question 02**

- A company/ client should consider some critical factors before selecting an advertising agency. (08 Marks)
- "Large scale companies prefer using outside advertising agencies over in-house advertising teams" do you agree with the statement? Explain your stand (12 Marks)

**Question 03**

- A strong "Parent Brand/ corporate brand" is important to a company. Explain with examples (08 Marks)
- Marketers take different initiatives to manage the "brand Portfolio." Explain them with examples (12 Marks)

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

#### Question 04

- a. "Modifiers play a significant role in the brand families and especially competing in the market" Explain with examples (08 Marks)
- b. Describe in your own words what is meant by Positioning and explain what are the different ways a company could position its brand with examples (12 Marks)

#### Question 05

The brand audience is increasingly becoming sophisticated due to the changes in their environment.

- a. Describe with examples the changes in the society/ environment that have made the current brand audience sophisticated. (08 Marks)
- b. "The new digital audience provides more advantages than challenges". Analyze the statement (12 Marks)

#### Question 06

- a. "Co-Branding as a form of collaboration brings more benefits to a company" do you agree with the statement? Explain your stand (10 Marks)
- b. "Affinity marketing support both parties involved" analyze (10 Marks)

#### Question 07

**Measuring the brands' performance and impact is essential today. Interbrand® and BaV (Brand Assets Valuator) are two main measurement tools that serve the purpose.**

- a. What are factors considered by the Interbrand model to assess the brand value (08 Marks)
- b. Describe the main dimensions of Brand Assets Valuator (12 Marks)

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

**Question 08**

**The brand's future depends on the sustainable marketing practices of the company/  
brand and its ability to respond to the trends in the marketing environment.**

- a. "Sustainable marketing helps to build the corporate brand" Explain with examples  
(10 Marks)
- b. Explain the critical future trends that shape the brands. (10 Marks)

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



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



Year I Semester II  
 Repeat Examination  
 Business Statistics – BRMB 1308

- This paper consists of EIGHT (08) questions on ELEVEN (11) pages.
- Answer FIVE (05) questions including question 01.
- Only non-programmable calculators are allowed.
- 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.

Date: 2022.08.20

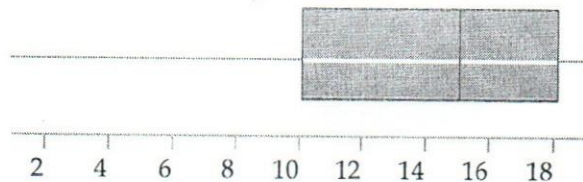
Pass mark: 40%

Time: 03 Hours

**Question 01 (Compulsory)**

(a) Underline the most suitable answer/s

1) Consider the boxplot below.



Which of the following statements are true?

- I. The distribution is skewed left.
- II. The interquartile range is about 8.
- III. The median is about 10.

- A. I only
- B. II only
- C. III only
- D. I and II



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

- E. II and III
- 2) Which of the following is a discrete random variable?
- I. The average weight of a randomly selected group of boys.
  - II. The number of students registered at CINEC in 2018
  - III. Space available in the Dean's office in square meters
- A. I only
  - B. II only
  - C. III only
  - D. I and II
  - E. II and III
- 3) A simple random sample consists of four observations: {1, 3, 5, 7}. Based on these sample observations, what is the best estimate of the standard deviation of the population?
- A. 2
  - B. 2.58
  - C. 6
  - D. 6.67
  - E. 3
- 4) A population consists of four observations: {1, 3, 5, 7}. What is the variance?
- A. 2
  - B. 4
  - C. 5
  - D. 6
  - E. 3

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

- 5) If  $E(X) = 2$ , what is the value of  $E(3X + 2)$
- I. 2
  - II. 8
  - III. 6
  - IV. 4
  - V. 5
- 6) If  $V(X) = 3$ , what is the value of  $V(3X + 2)$ ?
- I. 11
  - II. 9
  - III. 29
  - IV. 27
  - V. 20
- 7) In quality control of manufactured items, the most common measure of dispersion is
- I. Quartile Deviation
  - II. Range
  - III. Standard Deviation
  - IV. Inter quartile range
  - V. Variance
- 8) In a Poisson probability distribution
- I. The mean and standard deviation of the distribution are the same (equal)
  - II. The mean and variance of the distribution are the same (equal)
  - III. The probability of success is always greater than 5
  - IV. The number of trials is always less than 5
  - V. It always contains a contingency table



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

- 9) If X and Y are two events with  $P(X) = a$ ,  $P(Y) = b$  and  $P(X \cap B) = c$ . What is the value of  $P[X' \cap (A \cup B)]$
- I.  $1 - a + b + c$
  - II.  $a - c$
  - III.  $b - c$
  - IV.  $1 + a + b - c$
  - V.  $a + b - c$

10) Consider the statements given below.

1. The arithmetic mean of a frequency distribution is a weighted average, the weight being the frequencies of classes.
2. If a distribution has the longer tail towards left, it is said to be a negatively skewed distribution
3. Measures of kurtosis are not relevant for a skewed distribution.

Which of the above statement/s is/are correct?

- (A) 1. Only
- (B) 2. Only
- (C) 3. Only
- (D) 1 and 2 only
- (E) All 1., 2. And 3.

(10 Marks)

(b) Identify the variable type of the variables given below

(05 Marks)

Variable Name	Qualitative	Quantitative	
		Discrete	Continuous





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

1. Gender			
2. No of members in your family			
3. Payment method (Cash/Card/Cheque)			
4. Price of a mobile phone			
5. Number of national schools in western province			
6. Per capita income			
7. Gross monthly salary of a person			
8. Anemic status of a child (Anemic or Non anemic)			
9. Haemoglobin level in blood of a person			
10. Blood sugar level of a person			

(c) Identify the measurement scale of the variables given below

(05 Marks)

Variable Name	Measurement Scale			
	Ordinal	Nominal	Interval	Ratio
1. Gender				
2. No of members in your family				
3. Payment method (Cash/Card/Cheque)				
4. Price of a mobile phone				
5. Number of national schools in western province				

6. Per capita income				
7. Gross monthly salary of a person				
8. Anemic status of a child (Anemic or Non anemic)				
9. Haemoglobin level in blood of a person				
10. Blood sugar level of a person				

## Question 02

A manufacturing company is considering two methods of checking the quality of production of the batches of items it produces.

### METHOD I:

- A random sample of size 10 is taken from a large batch and the batch is accepted if there are no defectives.
- If there is only 1 defective, then another sample of size 10 is taken and the batch is accepted if there are no defectives in the second sample.
- Otherwise the whole batch is rejected.

### METHOD II

- A random sample of size 20 is taken from a large batch and the batch is accepted if there is at most ONE defective in the sample.
- Otherwise, the whole batch is rejected.

The factory knows that 1% of items produced are defective and wishes to use the method of checking the quality of production for which the probability of accepting the whole batch is largest.

- Calculate the probability that the batch is accepted according to the METHOD I (10 Marks)
- Calculate the probability that the batch is accepted according to the METHOD II (10 Marks)



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

### Question 03

(a) State whether the following could be modelled by a Poisson distribution or not. Justify your answer.

- (i) The number of misprints on a page in the first draft of a book.
- (ii) Number of bacteria in  $1\text{m}^3$  of water.

(04 Marks)

(b) Suppose that faults of in a Cotton Fabric occur at random, with an average of one per 10 square meters. This can be modeled as a Poisson Random variable.

- (i) Identify the parameter/s of Poisson Distribution (02 Marks)
- (ii) Write the Probability density function of the Poisson Distribution (02 Marks)
- (iii) What is the probability that 10 square meter fabric will have no faults (04 Marks)
- (iv) What is the probability that 10 square meter fabric will have at most 01 faults (04 Marks)
- (v) What is the probability that 20 square meter fabric will have at least 2 faults. (04 Marks)

(04 Marks)

### Question 04

The lifetime of a certain kind of a LED bulb has a normal distribution with mean 500 hours and standard deviation of 50 hours.

Find the probability that,

- (a) The percentage of bulbs with a lifetime of at least 600 hours

- (b) The percentage of bulbs with a lifetime of at most 650 hours
- (c) Find the minimum lifetime of the best 5% of the bulbs
- (d) If the manufacturer of the LED bulbs is willing to claim only 5% warranty claims of his production, calculate the warranty period of the manufacturer. (05 Marks \*4 = 20 Marks)

### Question 05

- (a) If  $P(X) = \frac{1}{2}$ ,  $P(XUY) = \frac{3}{4}$  and  $P(Y') = \frac{5}{8}$
- Find  $P(X' \cap Y')$
  - Find  $P(X' \cup Y')$
  - Find  $P(X' \cap Y)$
  - State whether event X and Y are independent
- (3 Marks \* 4 = 12 Marks)
- (b) The probability that a doctor will diagnose Covid 19 correctly is 0.8. the probability that a Covid 19 patient will die by his treatment after correct diagnosis is 0.3. The probability that a patient with Covid 19 will die after not diagnosing the disease correctly is 0.7. if a Covid 19 patient died, find the probability that the doctor had diagnose the Covid 19 correctly using Baye's theorem. (05 Marks)
- (c) Four married couples have bought 08 seats in the same row for a cinema. In how many different ways can they be seated; (03 Marks)
- With no restrictions
  - If each couple is to sit together
  - If all men sit together to the right of all the women



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

### Question 06

(a) A quality control inspector tested nine samples of each of three designs A, B and C of certain bearing for a new electrical winch. The following data are the number of hours it took for each bearing to fail when the winch motor was run continuously at maximum output, with a load on the winch equivalent to 1.9 times the intended capacity.

A :	16	16	53	15	31	17	14	30	20
B :	18	27	23	21	22	26	39	17	28
C :	31	16	42	20	18	17	16	15	19

- (i) Calculate mean, median, range and standard deviation for each group (12 Marks)
- (ii) Suggest which design is best. Justify your answer (03 Marks)
- (iii) The mean monthly salaries paid to 100 employees of the above company was USD 50,000. The mean monthly salaries paid to male and female employees were USD 52,000 and USD 42,000 respectively.  
Determine the number of males and females employed by the company. (05 Marks)

### Question 07

- (a) Explain with help of examples the difference between Primary and Secondary Data Sources. (05 Marks)
- (b) Charts are more effective in attracting attention than other methods of presenting data. Do you agree or disagree? Give reasons for your answer. (05 Marks)
- (c) Discuss the relationship between Mean, Mode and Median using three distributional shapes. (05 Marks)

- (d) Explain the advantages of Standard Deviation as a measure of variation over range. (05 Marks)

**Question 08**

- (a) If A and B are two events. If  $A \subseteq B$  Prove that  $P(A) \leq P(B)$  (04 Marks)

- (b) In an experiment to study the relationship of hypertension and smoking habits, the following data collected for 180 individuals:

	Non Smokers	Moderate Smokers	Heavy Smokers
Hypertension	21	36	30
No hypertension	48	26	19

If one of these individuals is selected at random, find the probability that the person is

- (i) experiencing hypertension, given that the person is a heavy smoker. (03 Marks)
- (ii) a nonsmoker, given that the person is experiencing hypertension. (03 Marks)
- (c) In each of the following situations, explain what graphical display you would use to present the information most appropriately. Do a sketch of the display highlighting the important aspects that should be considered in those graphs.

- (i) Student Coordinator of the Faculty of Management at CINEC Campus should present the number of students recruited for the Logistics Degree programme for the period of 2012 to 2022. (02 Marks)

- (ii) Student Coordinator of the Faculty of Management at CINEC Campus needs to present, the number of male and female students eligible for the undergraduate



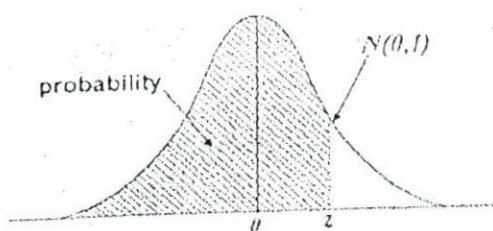
Faculty of Management and Social Sciences  
Department of Management & Business Studies  
BMgt Hons in Retail Marketing and Branding  
Course CODE: BMg 555

programme from each of the streams: Mathematics, Bio-Sciences, Commerce and Arts. (04 Marks)

- (iii) Course Coordinator of the Faculty of Management at CINEC Campus needs to compare marks obtained by first year undergraduate students for Mathematics and Business English modules. (04 Marks)

-----END OF THE EXAMINATION PAPER-----

## The Standardised Normal Distribution Table



The distribution tabulated is that of the normal distribution with mean zero and standard deviation 1. For each value of  $Z$ , the standardized normal deviate, (the proportion  $P$ , of the distribution less than  $Z$ ) is given. For a normal distribution with mean  $\mu$  and variance  $\sigma^2$  the proportion of the distribution less than some particular value  $X$  is obtained by calculating  $Z = (X - \mu) / \sigma$  and reading the proportion corresponding to this value of  $Z$ .

$Z$	$P$	$Z$	$P$	$Z$	$P$
-4.00	0.00003	-1.00	0.1587	1.05	0.8531
-3.50	0.00023	-0.95	0.1711	1.10	0.8643
-3.00	0.0014	-0.90	0.1841	1.15	0.8749
-2.95	0.0016	-0.85	0.1977	1.20	0.8849
-2.90	0.0019	-0.80	0.2119	1.25	0.8944
-2.85	0.0022	-0.75	0.2266	1.30	0.9032
-2.80	0.0026	-0.70	0.2420	1.35	0.9115
-2.75	0.0030	-0.65	0.2578	1.40	0.9192
-2.70	0.0035	-0.60	0.2743	1.45	0.9265
-2.65	0.0040	-0.55	0.2912	1.50	0.9332
-2.60	0.0047	-0.50	0.3085	1.55	0.9394
-2.55	0.0054	-0.45	0.3264	1.60	0.9452
-2.50	0.0062	-0.40	0.3446	1.65	0.9505
-2.45	0.0071	-0.35	0.3632	1.70	0.9554
-2.40	0.0082	-0.30	0.3821	1.75	0.9599
-2.35	0.0094	-0.25	0.4013	1.80	0.9641
-2.30	0.0107	-0.20	0.4207	1.85	0.9678
-2.25	0.0122	-0.15	0.4404	1.90	0.9713
-2.20	0.0139	-0.10	0.4602	1.95	0.9744
-2.15	0.0158	-0.05	0.4801	2.00	0.9772
-2.10	0.0179	0.00	0.5000	2.05	0.9798
-2.05	0.0202	0.05	0.5199	2.10	0.9821
-2.00	0.0228	0.10	0.5398	2.15	0.9842
-1.95	0.0256	0.15	0.5596	2.20	0.9861
-1.90	0.0287	0.20	0.5793	2.25	0.9878
-1.85	0.0322	0.25	0.5987	2.30	0.9893
-1.80	0.0359	0.30	0.6179	2.35	0.9906
-1.75	0.0401	0.35	0.6368	2.40	0.9918
-1.70	0.0446	0.40	0.6554	2.45	0.9929
-1.65	0.0495	0.45	0.6736	2.50	0.9938
-1.60	0.0548	0.50	0.6915	2.55	0.9946
-1.55	0.0606	0.55	0.7088	2.60	0.9953
-1.50	0.0668	0.60	0.7257	2.65	0.9960
-1.45	0.0735	0.65	0.7422	2.70	0.9965
-1.40	0.0808	0.70	0.7580	2.75	0.9970
-1.35	0.0885	0.75	0.7734	2.80	0.9974
-1.30	0.0968	0.80	0.7881	2.85	0.9978
-1.25	0.1056	0.85	0.8023	2.90	0.9981
-1.20	0.1151	0.90	0.8159	2.95	0.9984
-1.15	0.1251	0.95	0.8289	3.00	0.9986
-1.10	0.1357	1.00	0.8413	3.50	0.99977
-1.05	0.1469			4.00	0.99997



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



Year I Semester II  
**REPEAT EXAMINATION**  
Business Communication - BRMB 1307

- This paper consists of FIVE (05) questions on SIX (16) pages.
- Answer ALL Questions.
- 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: 2022.08.19

Pass mark: 40%

Time: 03 Hours

### Question 01

**Read the following article about the research methods and answer the given questions.**

#### The Research Methods

Research is a very general term for an activity that involves finding out, in a more or less systematic way, things you did not know. A more academic interpretation is that research involves finding out about things that no-one else knew either. It is about advancing the frontiers of knowledge.

Research methods are the techniques you use to do research. They represent the tools of the trade, and provide you with ways to collect, sort and analyze information so that you can come to some conclusions. If you use the right sort of methods for your particular type of research, then you should be able to convince other people that your conclusions have some validity, and that the new knowledge you have created is soundly based.

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

It would be really boring to learn about all these tools without being able to try them out like reading about how to use a plane, chisel, drill etc. and never using them to make something out of a piece of wood. Therefore, courses in research methods are commonly linked to assignments that require these methods to be applied – an actual research project that is described in a dissertation or thesis, or a research report. In the workplace, it is often the other way round. When there is a perception that more information and understanding is needed to advance the work or process of work, then ways are sought how research can be carried out to meet this need.

Being a researcher is as much about doing a practical job as being academically competent. Identifying a subject to research, finding and collecting information and analyzing it, presents you with a range of practical problems that need to be solved. Over hundreds of years, techniques, or methods, have been evolved to provide solutions to these problems. The practice of research is closely bound up with the theoretical developments that were promoted by philosophers and key thinkers and practitioners in the sciences, right back to the ancient Greeks. The debate about knowledge and how we acquire it is rooted in philosophical thought.

The whole point of doing a research project is to identify a particular question or problem, to collect information and to present some answers or solutions. In order to convince the reader that you have collected information relevant to the question or problem and that you have based your answers and conclusions on the correct analysis of this information you will need to use some logical argument.

You might want to defend or challenge a particular point of view or propose a new or improved one. You will have to play the part of a detective making a case in court. The detective will set out to solve the problem (who committed the crime and how?) by analyzing the situation (the scene and events of the crime, the possible suspects), collecting

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

and reviewing the evidence, then making a case for his/ her conclusions about 'who-done-it' and how. The jury will have to decide whether the argument is convincing and that the evidence is sufficiently strong. In the case of a research project, you will be setting the problem and laying out your case, and the reader of your report, dissertation or thesis will be your jury.

**[For Summarizing]** There are two basic stages to an argument: the premises, which are statements in the form of propositions or assertions which form the basis of the argument (this can be seen as the evidence) and the conclusion, which is a proposition that expresses the inference drawn by logical steps from the original premises. Arguments are based on logical reasoning of which there are two basic types: inductive reasoning, which entails moving from particular repeated observations to a general conclusion, and deductive reasoning, which entails going from a general principal (called a premise) to a conclusion about a particular case. The hypothetico-deductive method or scientific method is a further development of logical reasoning based on the principle that we can never be completely sure of any premises or conclusions that we make, but we can be more confident about some than others. The more a premise or a conclusion has been tested and supported by repeated investigations, the more likely it is to be true. Also, conclusions can be refined if they are only seen to be true in particular situations. All scientific facts, such as the theory of gravity, are based on this approach. (Taken from Research Methods The Basics by Nicholas Walliman)

**Write whether the following statements are true or false.** (10 Marks)

- (a) The primary aim of research is to find new knowledge. ....
- (b) Reliable research methods are necessary to prove that the conclusions a researcher have reached are valid. ....

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

- (c) Even if the research tools are not used in practice, they have much value of their own. ....
- (d) Theoretical developments by philosophers haven't contributed to the progress of research methods. ....
- (e) The readers of research reports are like jury in criminal cases in courts. ....

**Find similar words from the passage for the following words.**

**(05 Marks)**

- (f) The limits of a particular subject - .....
- (g) Make people accept an idea - .....
- (h) A writing completed as part of a degree - .....
- (i) Decisions logically reached - .....
- (j) The facts used to prove something - .....

Write a summary of the last paragraph in the above article using less than 50 words. Do not exceed the word limit. **(05 Marks)**

.....

.....

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

.....

.....

.....

.....

.....

**Question 02**

(i). a. Write the seven C's of business letter writing.

.....

.....

b. Write two examples for a strong opening and close of business letters.

.....

.....

.....

.....



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

c. Substitute better words for the following stuffy and pompous phrases.

- On account of - .....
- In the near future - .....
- At the present time - .....
- With the possible exception of - .....

d. Write a situation when you should write a letter of apology to clients.

.....

.....

e. Are the following sentences true or false.

- Business letters are written to inform readers of specific information.  
.....
- Proofread is not required for the finishing touch since you won't be judged from the errors. ....

(10 Marks)

(ii). Imagine you are a merchandising executive in a textile manufacturing company.

You are facing a number of difficulties like delivering wrong color materials, inaccurate amounts and late delivery. Write a letter of complaint to the supplier including the following.

- the recent mistakes made by the supplier



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

- the problems you had to face
- the future steps the supplier should take
- non-compliance will lead to supplier discontinuation

Use about 100 words.

(10 Marks)

.....

.....

.....

.....

.....

.....

.....

.....

.....

**Question 03**

(i). a. In a cv, how do you call the description giving useful information?

.....

b. For which type of letter, are the following phrases most suitable.



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

- Look forward to a great business venture with you.

.....

- If you could send the following information.

.....

c. Write another term for curriculum vitae?

.....

d. When do you need a letter of credit?

.....

.....

e. Rewrite correcting the following phrases.

Regret some inconvenience -

.....

Yours cooperation is highly appreciated -

.....

(10 Marks)



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

(ii). You saw the following advertisement in the newspaper. Write a suitable covering letter to be sent along with the cv. **(Do not write a cv).** (10 Marks)

[Use a separate sheet]

**Vacancy - Logistics Assistant**

A public quoted FMCG Company established in 1960 and still winning the trust and hearts of our clients.

We manufacture and market some of the best and trusted brands in the country with one of the largest distribution networks in Sri Lanka offering a range of products in skin care, baby care and household products.

Due to the expansion of business activities the above vacancies for Logistics Assistant exist in our Malabe office at Millennium Drive.

**Qualifications and experience**

- Fully or partly qualified in the relevant field/ a degree in logistics
- Experience in logistics company environment handling transportation, value added and logistics services during internships would be an added advantage
- Should be IT literate

The successful candidates will be awarded with an excellent remuneration package on par with the industry standards.

Please write to: HR Manager  
Eurosol Group, Millennium Drive  
Malabe

**Question 04**

(a) Explain critical and evaluative reading. (05 Marks)

.....

.....

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

.....

.....

.....

.....

(b) Read the following extracts and answer the questions given. (10 Marks)

(i). Interest will be charged if full payment is not made on the due date or if part of minimum payment is made before, on or after due date or full payment is made after the due date.

A customer's minimum payment Rs.24, 578.00 is due on 25<sup>th</sup> January 2019, he deposits Rs.10 000.00 on 19<sup>th</sup> January, Rs.14 500.00 on 25<sup>th</sup> January and Rs.15 000.00 on 26<sup>th</sup>January. Will he be charged interest? .....

(ii). An estimated 90 percent of all marine life is concentrated about continental shelves which represent only 10 percent of the total ocean area.

What is the percentage of marine life beyond continental shelves? .....

(iii). The World Conservation Strategy (1980) argued that had stocks not been damaged by overfishing, world yields in 1980 would have been 15 to 20 million tonnes higher.

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

If there was no overfishing and the world yields in 1979 were 7985 tonnes, what would have been the yields in 1980? .....

(iv). As I need an iron on a daily basis and it was not clear how long a repair would take, the option for repair was unsatisfactory.

Why was the option of repair unsatisfactory? Because .....

(v). At the beginning of the period the proportion of expenditure on food was more than three times as high as that in all the other categories representing more than thirty percent of household expenditure.

According to above description which one of the following categories - housing, clothing, transport, fuel and food- represented more than thirty percent of household expenditure? .....

(c) Read the following short passage and underline the two sentences that are correct according to the paragraph. (05 Marks)

To be successful, a company should have a portfolio of products with different growth rates and different market shares. The portfolio composition is a function of the balance between cash flows. High growth products require cash inputs to grow. Low growth products should generate excess cash. Both kinds are needed simultaneously.

**Underline the two sentences which are correct.**

(i). A company with a wider portfolio of products is most likely to fail in the long run.

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

- (ii). A range of products with different growth rates and different market shares is a sound marketing strategy.
- (iii). The products that should generate surplus cash is high growth products.
- (iv). Provided there is more and more investment, the high growth products will steadily flourish.

**Question 05**

- (a) **Read the following answers given by an interviewee at an interview and form the interviewer's questions. Look at the example.** (10 Marks)

**Example:** Interviewer : *What were your duties there?*

Interviewee :Well, basically I did everything from taking calls to responding to emails and maintaining the website.

Interviewer : (i) .....

Interviewee : I'm Rohan from Kandy. I had my education at Kingswood and graduated from University of Peradeniya. I worked as a merchandiser for a short time.

Interviewer : (ii).....?

Interviewee : As a merchandiser, I collaborated with suppliers, manufacturers and

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

the stores to ensure proper execution of plans.

Interviewer : (iii)..... ?

Interviewee : I came to know about your company when I was surfing the Net looking for merchandising companies.

Interviewer : (iv)..... ?

Interviewee : My goal in the future is to specialize in merchandising and retail marketing.

Interviewer : (v)..... ?

Interviewee : I decided to join your company because this one of the leading companies in the country and there are better prospects for the employees.

**(b). Write five sentences to bring out the meaning of five of the following terms. Do not use pronouns in sentences. (10 Marks)**

- |           |           |            |          |                |
|-----------|-----------|------------|----------|----------------|
| outgoing  | welfare   | scientific | variable | classification |
| resources | objective | impact     | career   | personnel      |

.....

.....

.....



00002

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

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



00002

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

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

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

Year I Semester II  
REPEAT EXAMINATION  
Consumer Buying Behaviour - BRMB 1311

- This paper consists of EIGHT (08) questions on FIVE (05) pages.
- Answer FIVE (05) 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: 2022.08.18

Pass mark: 40%

Time: 03 Hours

---

**Question 01: Compulsory**

1. Any individual who purchases goods and services from the market for his/her end-use is called a.....
  - a) Customer
  - b) Purchaser
  - c) Consumer
  - d) All these
2. ----- is nothing but the willingness of consumers to purchase products and services as per their taste, need, and of course pocket.
  - a) Consumer behavior
  - b) Consumer interest
  - c) Consumer attitude
  - d) Consumer perception
3. ----- refers to how an individual perceives a particular message.
  - a) Consumer behavior
  - b) Consumer interest
  - c) Consumer attitude
  - d) Consumer interpretation



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

4. \_\_\_\_\_ is one of the most basic influences on an individual's needs, wants, and behavior.
- a) Brand
  - b) Culture
  - c) Product
  - d) Price
5. In terms of consumer behavior; culture, social class, and reference group influences have been related to purchase and \_\_\_\_\_.
- a) Economic situations
  - b) Situational influences
  - c) Consumption decisions
  - d) Physiological influences
6. \_\_\_\_\_ develop on the basis of wealth, skills and power.
- a) Economical classes
  - b) Purchasing communities
  - c) Competitors
  - d) Social classes
7. In large nations, the population is bound to lose a lot of its homogeneity, and thus \_\_\_\_\_ arise.
- a) Multilingual needs
  - b) Cultures
  - c) Subcultures
  - d) Product adaptation requirements

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

8. Two of the most important psychological factors that impact the consumer decision-making process are product \_\_\_\_\_ and product involvement.
- a) Marketing
  - b) Strategy
  - c) Price
  - d) Knowledge
9. As a form of a reference group, the \_\_\_\_\_ are ones to which the individual wishes to belong.
- a) Secondary groups
  - b) Facilitative groups
  - c) Primary groups
  - d) Aspiration groups
10. The stages through which families might pass as they mature over time is a description of what is called the:
- a) Adoption process.
  - b) Lifestyle cycle.
  - c) Values and lifestyle topology.
  - d) Family life cycle.
11. A \_\_\_\_\_ is a need that is sufficiently pressing to direct the person to seek satisfaction of the need.
- a) Motive
  - b) Want
  - c) Demand
  - d) Requirement

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

12. \_\_\_\_\_ describes changes in an individual's behavior arising from experience.

- a) Modeling
- b) Motivation
- c) Perception
- d) Learning

(20 Marks)

### Question 02

"Attitude is a psychological construct." Critically comment above statement. (20 Marks)

### Question 03

Why do marketers need to understand consumers' personalities?

- a. Do you think it's an important factor to study? Explain with suitable examples. (10 Marks)
- b. What do you mean by Introvert & Extrovert Personality? to which personality do you belong? (10 Marks)

### Question 04

Family plays an important role in most of our buying decisions. Therefore, understanding family decision-making is vital for marketers.

Do you agree with this statement? Rationally discuss. (20 Marks)

### Question 05

What do you mean by Hofstede's Cultural Dimensions Theory? How Can the Hofstede Model be applied in Business?

Elaborate on your answer. (20 Marks)

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

### Question 06

Mr. Mahesh is a well-established local retailer and he is looking for new opportunities to reach the international market by next year. He wants to expand his business in Middle east countries at the initial stage.

- a. Assume you are Mr. Mahesh and what are the possible challenges you are facing internationally. (12 Marks)
- b. How you are going to overcome these challenges? Explain briefly. (08 Marks)

### Question 07

“The behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs.”

Explain the definition either from the customers perspective or the marketer’s perspective.

(20 Marks)

### Question 08

There is general agreement that attitudes are learned and predispositions. To what extent do you agree or disagree with the statement? Discuss and share your experience and views with below products.

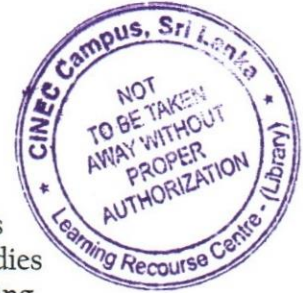
1. Dialog
2. Pizza Hut
3. Vogue Jewelers
4. Sri Lankan Airlines

(20 Marks)

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



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



Year I Semester II  
REPEAT EXAMINATION  
**Human Resource Management- BRMB 1312**

- This paper consists of EIGHT(08) questions on NINE (09) pages.
- Answer Any FIVE (05) questions including Question 01.
- Only non-programmable calculators are allowed.
- 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.

Date: 2022.08.17

Pass mark: 40%

Time: 03 Hours

**Question 01:(Compulsory)**

**SELECT MOST APPROPRIATE ANSWER OUT OF THE GIVEN CHOICES.**

1. The term "Appropriate" means in HRM

- (a) suitably, competent, motivated, and involved
- (b) competent, motivated, committed, and involved
- (c) productive, competent, motivated, and involved
- (d) effective, competent, motivated, and involved

2. Job is;

- (a) a group of related activities and duties
- (b) an effective and efficient utilization of work
- (c) a group of related activities performed by a person
- (d) an effective and efficient utilization of a person for work activities



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

3. Simply productivity improvement means;
  - (a) doing best in tomorrow
  - (b) doing best in today
  - (c) doing better on tomorrow than today
  - (d) increase the output
  
4. What are the main two components of a job
  - (a) Job Description and Job Specification
  - (b) Job content and job context
  - (c) Job Design and Job Analysis
  - (d) Job and Job Holder
  
5. If there is an inefficiency between personal ability and current job demand, then there is a need of .....
  - (a) Human Resource Planning
  - (b) Induction
  - (c) Training
  - (d) Development
  
6. Advantage of "Observation" as a method of collection data in Job Analysis
  - (a) A deeper understanding of the job
  - (b) First-hand information regarding characteristics and activities
  - (c) It is possible to collect data about many jobs
  - (d) It is not time consuming



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

7. .... can be used to familiarize with the nature and the type of the organization
- (a) Departmental plan
  - (b) Strategic plan
  - (c) Tactic plan
  - (d) Operational plan
8. Job Analysis Is a process of examining jobs in order to identify
- (a) the results that are expected by job holder
  - (b) the results that are expected by customer
  - (c) the results that are expected to be achieved
  - (d) the results that are expected by supplier
9. Three purposes of performance evaluation
- (a) Administrative, Development, Information
  - (b) Administrative, Training, Information
  - (c) Planning, Development, Information
  - (d) Administrative, Planning, Information
10. A principal of managing a probationer;
- (a) To evaluate job
  - (b) To improve performance
  - (c) To improve job performance
  - (d) To evaluate job performance



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

11. Objectives of Human Resource Planning;

- (a) To ensure optimum use of human resource currently employed; To get the right person for the job vacancy
- (b) To get the right person for the job vacancy; To cost the human resource component in new projects
- (c) To establish or maintain an image as a good employer; To get the right person for the job vacancy
- (d) To ensure optimum use of human resource currently employed; To cost the human resource component in new projects

12. Importance of Recruitment in HRM

- (a) To discover qualified people; To attract an adequate number of job applicants
- (b) To discover qualified people Job commitment; To ensure optimum use of human resource currently employed
- (c) To ensure optimum use of human resource currently employed; To attract an adequate number of job applicants
- (d) To attract an adequate number of job applicants; To get the right person for the job vacancy

13. Three stages of Schein's Socialization Model

- (a) Commencement, Socialization, Mutual Acceptance
- (b) Entry, Induction, Mutual Acceptance
- (c) Entry, Socialization, Mutual Acceptance





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

(d) Entry, Socialization, Agreement

14. Recruitment process starts from;
- (a) Identify Job Vacancies
  - (b) Identify the surpluses
  - (c) Familiarize with the nature and the type of the organization
  - (d) Identify jobs available to be analyzed
15. Most important factor to be considered when prepare a safety program is
- (e) Investigation of all accidents
  - (f) Review of accident prevention measures
  - (g) Training which includes safety as a part
  - (h) Careful selection of new employees to eliminate those who are physically or mentally unsuitable
16. . Selection means choosing the most ..... person for an organization the results that are expected by job holder
- (a) qualified
  - (b) appropriate
  - (c) educated
  - (d) experienced



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

17. An adequate and effective procedure must be developed by the ..... to handle and settle grievances of its employees
- (a) employees
  - (b) supervisors
  - (c) management
  - (d) quality circle
18. First step of Human Resource Planning (HRP)
- (a) Estimate Supply of HR
  - (b) Forecast Future Needs for HR
  - (c) Decide Strategies
  - (d) Compare the Forecasted Demand of HR with Supply
19. Characteristics of performance evaluation criteria
- (a) Relevance, Sensitivity
  - (b) Relevance, Timely
  - (c) Timely, Sensitivity
  - (d) Timely, Correctly
20. Forecasting technique which can be used to predict future requirement of HR
- (a) Succession planning
  - (b) Internal HR audit
  - (c) Skill inventory
  - (d) Delphi Method

(01 Mark\*20 = 20 Marks)



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

### Question 02

Sri Lankan Airlines is facing a major crisis after 30 out of about 300 pilots have joined other airlines, making the national carrier's task to operate its daily flights difficult. Sri Lankan Airlines' Corporate management Head Chandana de Silva told the Sunday Times yesterday the national carrier found it difficult to run long hold flights given the shortage of pilots, but the pilot exodus had not affected flights to close destinations.

The crisis, which is likely to continue for a few more weeks, has forced Sri Lankan Airlines to cancel two London-bound flights on Thursday and Friday. Mr. de Silva said they took steps to reroute the passengers of the two flights in other carriers. He said that the airline was making all efforts to maintain the normal schedule despite the pilot shortage. He said that they are in the process of recruiting new pilots but added that it would take same time for the situation to return to normalcy. Mr. de Silva said that it was not unusual for pilots to leave for other airlines seeking better prospects.

The Sunday Times learns that pilots have been leaving at regular intervals with a few more due to leave in the next few months. Among some of the senior pilots to leave was Captain Ramesh Jayasinghe who left after citing reasons of harassment. Mr. Jayasinghe with 15 years of experience was an instructor as well.

- (a) Briefly explain the main reason for the crisis of the national carrier. (10 Marks)
- (b) Briefly Explain your course of solutions for the crisis. (10 Marks)

### Question 03

- (a) Define the term "Job Design"? (02 Marks)
- (b) What are the factors to be considered in order to achieve the objectives of job design? (04 Marks)



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

- (c) Briefly explain the Job - Person Fit concept in HRM. (06 Marks)
- (d) "It is possible to adopt job enrichment for any job available in the organization."  
 Discuss. (08 Marks)

#### Question 04

- (a) Why the Job analysis is important for an organisation? Briefly explain. (05 Marks)
- (b) Briefly explain three methods that are available for a Job Analyst for the purpose of collecting data about jobs and job holders? (06 Marks)
- (c) Discuss briefly three benefits of Job Analysis Process. (09 Marks)

#### Question 05

- (a) Identify three objectives of Human Resource Planning (HRP). (03 Marks)
- (b) One importance of HRP is controlling the cost of employee. Briefly explain. (05 Marks)
- (c) Identify four main steps of HRP and explain two steps briefly. (12 Marks)

#### Question 06

- (a) Identify the two main importance of Job Recruitment. (02 Marks)
- (b) Identify the steps of recruitment process and briefly explain one of them. (08 Marks)
- (c) "It is more appropriate to fill job vacancies in an organisation internally through promotions." Do you agree with this statement or not? Why? (10 Marks)



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

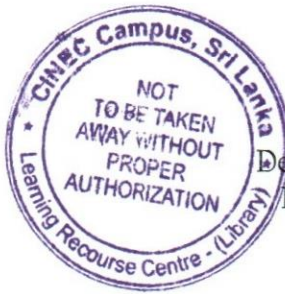
### Question 07

- (a) Define the term "Selection" in Human Resource Management. (02 Marks)
- (b) Briefly explain the importance of "Selection". (06 Marks)
- (c) There are four main outcomes of the "Selection" process. Discuss. (12 Marks)

### Question 08

- (a) Define the term "Hiring". (03 Marks)
- (b) Briefly explain two principles of managing probationers. (06 Marks)
- (c) Briefly explain the steps of Hiring Process. (11 Marks)

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



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

Year 1 Semester II  
REPEAT EXAMINATION  
Fundamentals of Retailing - BRMB 1309

- This paper consists of EIGHT (08) questions on FOUR (04) pages.
- Answer FIVE (05) 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: 2022.08.15

Pass mark: 40%

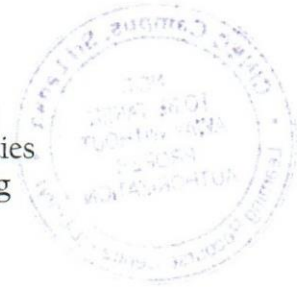
Time: 03 Hours

**Question 01: (Compulsory)**

(a) The COVID-19 pandemic has drastically impacted every aspect of businesses and people around the world have also been suffering from this pandemic for almost three (03) years. Among the different sectors affected by COVID-19, the retailing sector is also experiencing the issues generated by the pandemic significantly. Though the retailers are experiencing such issues, still the local retailers have been able to manage their functions by offering their services to the customers.

You as an individual customer, briefly explain the good practices that *a local retailer* has adopted to face this pandemic with appropriate examples and suggest the areas that the selected retailer needs to improve in order to further the success of its business from the customers' perspective. (You need to mention the retailer you selected to answer this question) (10 Marks)

(b) Assume that you're starting a new restaurant that caters to college students and plans to use college students as servers. What human resource management problems would you expect to have? How could you build a strong organizational culture in your restaurant to provide outstanding customer service? (10 Marks)



### Question 02

In the contemporary business world, the retail sector is facing many changes due to various reasons. Among these reasons, technology is playing a major role in happening such changes. Some retailers achieve success with these changes while some retailers face difficulties in adopting these changes. Also, now the customers are changing their shopping patterns too with the changes happening in technology.

- (a) Select a retailer of your own and explain how the selected retailer has changed its operations with technological advancements. (10 Marks)
- (b) As mentioned in the given scenario, briefly explain the changes happening in consumer behavior with respect the technological advancements. (10 Marks)

### Question 03

- (a) Retailers now try to adopt different retailing methods to provide the service to their customers. Among these different methods 'multi-channel retailing' is widely accepted among retailers. Select a retailer of your own and explain how the selected retailer practices 'multi-channel retailing'. (10 Marks)
- (b) *'Multi-channel retailing gives both advantages and disadvantages to the retailers'.*  
Comment on the above statement. (10 Marks)

### Question 04:

- (a) Customers generally follow different steps in making a purchase. Briefly explain the role of the retailer in each step of the customer decision-making process. (10 Marks)

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

- (b) Manager of the 'Super' retailer says that the employee engagement of his retail outlet is decreasing day by day and he is asking for a solution for that. How would you help the manager of the 'Super' retail shop? (10 Marks)

### Question 05

- (a) It is accepted that in developing good customer relationship management (CRM), the retailers need to have adequate information about the customers. Briefly explain how the retailers can collect information for the customers in order to provide better customer service. (10 Marks)
- (b) Retailers are using 'Frequent-shopper programs' to develop CRM and for this, the 'Frequent-shopper programs' need to be more effective. Briefly explain the ways that can be used to make the 'Frequent-shopper programs' more effective. (10 Marks)

### Question 06

- (a) Retailers have different growth strategies which they can follow based on the target market and retail format. Explain those growth strategies briefly. (10 Marks)
- (b) Sometimes, we can see that the retailers are moving their operations to the global contexts. But such movements can either be successful or not. Thus, briefly explain the key success factors in global retailing. (10 Marks)

### Question 07

- (a) Explain the different urban location strategies which a retailer can adopt in deciding the retail locations. (10 Marks)



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

- (b) A critical factor affecting the type of location that consumers select to visit is the shopping situation in which they are involved. Briefly explain such shopping situations of the customers. (10 Marks)

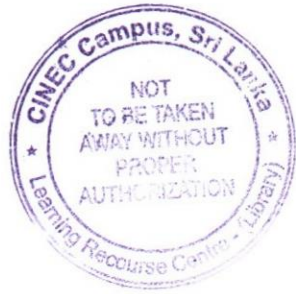
**Question 08**

- (a) 'The retail pricing is not an easy task'. Comment on the above statement by paying the attention to the different considerations of retail pricing. (10 Marks)
- (b) There are some pricing techniques used to increase the sales and the profits of a retail business. Briefly explain such pricing techniques which the retailers can adopt in increasing sales and profits. (10 Marks)

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

Library

00027



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

**Year I Semester II**  
**End Semester Examination**  
**Business Statistics- BRMB 1308**

- This paper consists of EIGHT (08) questions on THIRTEEN (13) pages.
- Answer FIVE (05) questions including question 01.
- Only non-programmable calculators are allowed.
- 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.

Date: 2022.03.27

Pass mark: 40%

Time: 03 Hours

**Question 01: (Compulsory)**

- 1) Sampling is simply a process of learning about the ..... on the basis of a sample drawn from it.
  - A. Census
  - B. Population
  - C. Group
  - D. Area
  - E. Research

- 2) The variance of 10 observation is 2. If each observation is increased by 6, variance of the resulting observation is,
- A. 2
  - B. 36
  - C. 4
  - D. 5
  - E. 6

Question no 3, 4, and 5 are based on the 3 data sets A, B and C given below.

Data set A: 2 3 7 1 3 2 3

Data set B: 7 5 9 12 5 3 8

Data set C: 4 4 11 7 2 3 4

- 3) Which one of the following statement/s true?
- A. Mean of data set A = Mode of Data set C
  - B. Mean of data set C = Median of data set B
  - C. Mean of data set B = Median of data set B
  - D. Median of data set B = Mode of data set A
  - E. Mean, median and mode of data set A is equal to 4

- 4) Which one of the following statement/s true?
- A. Mean of Data set A = Mean of Data set B
  - B. Mean of Data set B = Mean of Data set C
  - C. Mean of data set C = Mean of Data set A
  - D. Mean of Data set A = Median of Data set A
  - E. Mean of Data set C = Median of data set C

- 5) Which one of the following statement/s true?
- A. Mean, Median and mode of data set A is equal to 3
  - B. Mean, Median and mode of data set A is equal to 4

- C. Mean, Median and mode of data set B is equal to 7
- D. Mean, Median and mode of data set C is equal to 4
- E. Mean, Median and mode of data set A is not equal
- 6) In a moderately symmetric distribution, what is the relationship between mean, median and mode?
- A. Mode = 2 median - 3 mean
- B. Mode = 3 median - mean
- C. Mode = 3 median - 2 mean
- D. Mode = 3 median + 2 mean
- E. Mode = 2 median + 3 mean
- 7) If  $E(X) = 2$ , what is the value of  $E(3X + 2)$
- A. 2
- B. 8
- C. 6
- D. 4
- E. 5
- 8) If  $V(X) = 3$ , what is the value of  $V(3X + 2)$ ?
- A. 11
- B. 9
- C. 29
- D. 27
- E. 20
- 9) The mean of a distribution is 33, the median is 34, and the mode is 35.5. it is most likely that this distribution is
- A. Positively skewed

- B. Symmetric
- C. Negatively skewed
- D. Asymptotic
- E. Right skewed

10) The sample space for a certain random experiment is  $S = \{a_1, a_2, a_3, a_4\}$

- A.  $P(a_1) = \frac{1}{2}, P(a_2) = \frac{1}{2}, P(a_3) = \frac{1}{4}, p(a_4) = \frac{1}{5}$
- B.  $P(a_1) = \frac{1}{2}, P(a_2) = 0, P(a_3) = \frac{1}{4}, p(a_4) = \frac{1}{4}$
- C.  $P(a_1) = \frac{3}{2}, P(a_2) = \frac{1}{2}, P(a_3) = (-\frac{1}{4}), p(a_4) = \frac{1}{5}$
- D.  $P(a_1) = \frac{1}{2}, P(a_2) = \frac{5}{2}, P(a_3) = \frac{1}{4}, p(a_4) = \frac{1}{5}$
- E.  $P(a_1) = \frac{1}{2}, P(a_2) = \frac{1}{2}, P(a_3) = \frac{1}{4}, p(a_4) = (-\frac{1}{5})$

Answer Question 11 to 14 using below.

If A and B are two events with  $P(X) = \frac{1}{2}, P(Y') = \frac{5}{8}$  and  $P(XUY) = \frac{3}{4}$

11) What is the value of  $P(X \cap Y)$

- A.  $\frac{3}{8}$
- B.  $\frac{5}{8}$
- C.  $\frac{1}{8}$
- D.  $\frac{7}{8}$
- E.  $\frac{1}{4}$

12) What is the value of  $P(X' \cap Y')$

- A.  $\frac{1}{4}$
- B.  $\frac{1}{2}$
- C.  $\frac{2}{3}$
- D.  $\frac{1}{3}$
- E.  $\frac{3}{4}$

13) What is the value of  $P(X'UY')$

- A.  $3/8$
- B.  $5/8$
- C.  $1/8$
- D.  $7/8$
- E.  $1/4$

14) What is the value of Find  $P(X' \cap Y)$

- A.  $1/2$
- B.  $1/4$
- C.  $3/4$
- D.  $1/8$
- E.  $3/8$

15) 'Parameter' refers to the characteristics of the

- A. Population
- B. Sample
- C. Mean
- D. All of the above
- E. None of the above

16) The measures used to calculate the variation present among the observations in the unit of the variable is called

- A. Relative measures of dispersion
- B. Absolute measures of dispersion
- C. Coefficient of Skewness
- D. Coefficient of variance
- E. Kurtosis

17) Given below the four sets of observations. Which set has the minimum variation?

- A. 36, 38, 40, 42, 44
- B. 20, 30, 40, 50, 60
- C. 30, 40, 50, 60, 70
- D. 38, 39, 40, 41, 42
- E. 38, 39, 42, 44, 45

18) If the observations of a variable X are, -4, -20, -30, -44 and -36, then the value of the range will be:

- A. 44
- B. 48
- C. -40
- D. 40
- E. -48

19) Half of the difference between upper and lower quartiles is called

- A. Interquartile range
- B. Variance
- C. Quartile deviation
- D. Mean deviation
- E. Standard deviation

20)  $S.D(X) = 6$  and  $S.D(Y) = 8$ . If X and Y are independent random variables, then  $S.D(X-Y)$  is

- A. 2
- B. 4
- C. 10
- D. 14
- E. 100

(20 Marks)

**Question 02**

- (a) Explain whether or not a Binomial Distribution can be used to model the following situations. In case Binomial Distribution can be used, give a definition of the random variable and suggest suitable values for 'n' and 'p'.
- Number of Boys in a family of 5 children
  - The number of throws in a die until 5 is observed
  - The number of white balls selected when 3 balls are drawn from a bag which consists of 13 white balls and 7 red balls.

(4\*3 Marks)

- (b) Paul believes that 40% of people in his town will vote for him in the next provincial council election. He decided to conduct a survey to verify this.

Find the minimum number of people the survey should ask to have a mean number of 100 voting for Paul.

(08 Marks)

**Question 03**

The lifetime of an electric component is normally distributed with mean 800 hours and standard deviation of 60 hours.

Find,

- The percentage that the electric component fails before 680 hours
- The percentage of electric component with a lifetime of at most 980 hours
- The percentage of electric component with a lifetime between 680 hours and 920 hours
- If the standard deviation remains 60 hours what would have been the mean to ensure that not more than 10% of the components before 800 hours

(5\*4 Marks)

**Question 04**

- (a) If  $P(X) = \frac{2}{3}$ ,  $P(X \cup Y) = \frac{3}{4}$  and  $P(Y') = \frac{3}{8}$
- Find  $P(X' \cap Y')$
  - Find  $P(X' \cup Y')$



- (iii) Find  $P(X \cap Y)$   
 (iv) State whether event X and Y are independent

(2\*4 Marks)

- (b) Statistics class for first years consists of 5 Marketing graduands and 3 HR graduands. Statistics class for second years consists of 4 Marketing graduands and 5 HR graduands. One graduand needs to be selected from both years to form a committee of 2 graduands for special purpose.

Find the probability that one of them would be a Marketing graduand and the other person would be a HR graduand.

(04 Marks)

- (c) The following table classifies 1000 persons by their sex and by whether or not they favour a certain developmental proposal.

	Male	Female	TOTAL
Favour a proposal	250	450	700
Oppose to proposal	170	130	300
TOTAL	420	580	1000

If a person is selected at random, find the probabilities that,

- (i) The selected person favours the development proposal. (02 Marks)  
 (ii) The selected person is a male given that the person favours the proposal (03 Marks)  
 (iii) The selected person oppose the proposal given that the person is a male (03 Marks)

### Question 05

- (a) State whether the following could be modelled by a Poisson distribution or not. Justify your answer.  
 (i) The number of misprints on a page in the first draft of a book.

(ii) Number of bacteria in  $1\text{m}^3$  of water.

(04 Marks)

(b) The number of accidents per week at a certain road has a Poisson Distribution with parameter 2.5.

Find the probability that,

- (i) Exactly 5 accidents will occur in a particular week (04 Marks)
- (ii) More than 14 accidents will occur in a 4 week period (05 Marks)

(c) Chamal is an Inter-university basketball player. He is a 70% free throw shooter. That means his probability of making a free throw is 0.70. Mark is the coach of Chamal, need to calculate the probability that Chamal makes his first free throw on his fifth shot.

- (i) Write the suitable probability distribution to model the above case (02 Marks)
- (ii) Write the Probability density function of the above suggested model (02 Marks)
- (iii) Calculate the probability that Chamal makes his first free throw on his fifth shot. (03 Marks)

### Question 06

In a comparison of the workloads of two warehouses, the number of sales orders received per week recorded over a 15 weeks period and the results are shown in the table given below.

Table 1: Weekly orders received by the Warehouse A and B

Week	Warehouse A	Warehouse B
1	583	455
2	518	508
3	574	498
4	572	519
5	591	568
6	556	571
7	602	591

8	578	603
9	598	621
10	506	605
11	548	592
12	523	634
13	539	629
14	541	635
15	575	589

- a) Calculate the descriptive statistics given below for Warehouse A and Warehouse B.
- Range
  - Median
  - Mean
  - First quartile
  - Third quartile
  - Standard Deviation
- (12 Marks)
- b) Write a short description comparing the workloads of Warehouse A and B, by using the descriptive statistics calculated in 'part a)' above. (03 Marks)
- c) Suggest the best possible graph to illustrate these data, indicating the important aspects that should be considered when creating the graph. (Constructing exact measurements given in the table 1 is not required, but a sketch can be drawn.) (05 Marks)

### Question 07

- a) State clearly the mistakes and issues that should be considered in each of the following situations.

- (i) In a market research survey, 85% of the people state that they prefer Product A than Product B. (03 Marks)
- (ii) Learning methods of undergraduates those who are following BSc ITML were examined by visiting only the University Library. (03 Marks)
- (iii) ICT (Information Communication Technology) based learning methods used by the DAIs (Degree Awarding Institutes) in Sri Lanka are assessed by considering CINEC Maritime Campus only. (03 Marks)
- b) In each of the following situations, explain what graphical display you would use to present the information most appropriately. Do a sketch of the display highlighting the important aspects that should be considered in those graphs.
- (i) Student Coordinator of the Faculty of Management at CINEC Campus should present the number of students recruited for the Logistics Degree programme for the period of 2012 to 2022. (02 Marks)
- (ii) Student Coordinator of the Faculty of Management at CINEC Campus needs to present, the number of male and female students eligible for the undergraduate programme from each of the streams: Mathematics, Bio-Sciences, Commerce and Arts. (03 Marks)
- (iii) Course Coordinator of the Faculty of Management at CINEC Campus needs to compare marks obtained by first year undergraduate students for Mathematics and Business English modules. (03 Marks)
- (iv) CINEC Marketing team wants to compare the number of students registered for THREE departments (Department of Logistics, Department of Management and Department of Law) of the Management Faculty by their gender (03 Marks)

**Question 08**

- (a) Registrar office of CINEC campus is interested in measuring the Students' satisfaction survey of undergraduates of CINEC. All undergraduates of CINEC will be taken into consideration in conducting this survey.

Research Team wants to check the impact of below factors on the students' satisfaction.

- Academic related activities
- Recreational Activities and Leisure
- Lecture Halls

---

- Availability of Teaching aids
- Students' welfare activities

- (i) Identify TWO demographic variables needed to be collected from the respondents of the above study. (02 Marks)
- (ii) Write the measurement scale of the above identified variables. (02 Marks)
- (iii) Identify the population of the above study. (02 Marks)
- (iv) Assume that this research proposal is approved by the Board of Directors on 27<sup>th</sup> March 2022, and research team needs to complete the survey and submit Student Satisfaction survey report on or before 31<sup>st</sup> May 2022.

Suggest a suitable data collection method for the above study, justify your answer.

(03 Marks)

- (v) Explain TWO challenges that the research team face in data collection process (04 Marks)

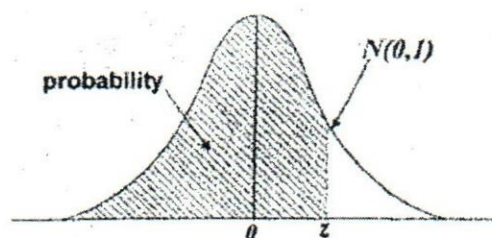
- (b) Identify the variable type (Categorical, Numerical Discrete or Numerical Continuous) and the suitable measurement scale for the following variables (07 Marks)

Table 8:1 - Variables

#	Name of the variable	Type of the Variable	Measurement Scale
(i)	Age		
(ii)	Gender		
(iii)	Number of members in the family		
(iv)	Gross monthly income in LKR		
(v)	Ethnicity		
(vi)	Area of the Dean's Office		
(vii)	Living district		

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

### The Standardised Normal Distribution Table



The distribution tabulated is that of the normal distribution with mean **zero** and standard deviation **1**. For each value of  $Z$ , the standardized normal deviate, (the proportion  $P$ , of the distribution less than  $Z$ ) is given. For a normal distribution with mean  $\mu$  and variance  $\sigma^2$  the proportion of the distribution less than some particular value  $X$  is obtained by calculating  $Z = (X - \mu) / \sigma$  and reading the proportion corresponding to this value of  $Z$ .

$Z$	$P$	$Z$	$P$	$Z$	$P$
-4.00	0.00003	-1.00	0.1587	1.05	0.8531
-3.50	0.00023	-0.95	0.1711	1.10	0.8643
-3.00	0.0014	-0.90	0.1841	1.15	0.8749
-2.95	0.0016	-0.85	0.1977	1.20	0.8849
-2.90	0.0019	-0.80	0.2119	1.25	0.8944
-2.85	0.0022	-0.75	0.2266	1.30	0.9032
-2.80	0.0026	-0.70	0.2420	1.35	0.9115
-2.75	0.0030	-0.65	0.2578	1.40	0.9192
-2.70	0.0035	-0.60	0.2743	1.45	0.9265
-2.65	0.0040	-0.55	0.2912	1.50	0.9332
-2.60	0.0047	-0.50	0.3085	1.55	0.9394
-2.55	0.0054	-0.45	0.3264	1.60	0.9452
-2.50	0.0062	-0.40	0.3446	1.65	0.9505
-2.45	0.0071	-0.35	0.3632	1.70	0.9554
-2.40	0.0082	-0.30	0.3821	1.75	0.9599
-2.35	0.0094	-0.25	0.4013	1.80	0.9641
-2.30	0.0107	-0.20	0.4207	1.85	0.9678
-2.25	0.0122	-0.15	0.4404	1.90	0.9713
-2.20	0.0139	-0.10	0.4602	1.95	0.9744
-2.15	0.0158	-0.05	0.4801	2.00	0.9772
-2.10	0.0179	0.00	0.5000	2.05	0.9798
-2.05	0.0202	0.05	0.5199	2.10	0.9821
-2.00	0.0228	0.10	0.5398	2.15	0.9842
-1.95	0.0256	0.15	0.5596	2.20	0.9861
-1.90	0.0287	0.20	0.5793	2.25	0.9878
-1.85	0.0322	0.25	0.5987	2.30	0.9893
-1.80	0.0359	0.30	0.6179	2.35	0.9906
-1.75	0.0401	0.35	0.6368	2.40	0.9918
-1.70	0.0446	0.40	0.6554	2.45	0.9929
-1.65	0.0495	0.45	0.6736	2.50	0.9938
-1.60	0.0548	0.50	0.6915	2.55	0.9946
-1.55	0.0606	0.55	0.7088	2.60	0.9953
-1.50	0.0668	0.60	0.7257	2.65	0.9960
-1.45	0.0735	0.65	0.7422	2.70	0.9965
-1.40	0.0808	0.70	0.7580	2.75	0.9970
-1.35	0.0885	0.75	0.7734	2.80	0.9974
-1.30	0.0968	0.80	0.7881	2.85	0.9978
-1.25	0.1056	0.85	0.8023	2.90	0.9981
-1.20	0.1151	0.90	0.8159	2.95	0.9984
-1.15	0.1251	0.95	0.8289	3.00	0.9986
-1.10	0.1357	1.00	0.8413	3.50	0.99977
-1.05	0.1469			4.00	0.99997

library

00027



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



Year 1 Semester II  
FINAL EXAMINATION  
**Human Resource Management- BRMB 1312**

- This paper consists of EIGHT(08) questions on Ten (10) pages.
- Answer Any FIVE (05) questions including Question 01.
- Only non-programmable calculators are allowed.
- 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.

Date: 2022.03.21

Pass mark: 40%

Time: 03 Hours

**Question 01:(Compulsory)**

**SELECT MOST APPROPRIATE ANSWER OUT OF THE GIVEN CHOICES.**

1. Human Resource Management (HRM) is a process of ..... and ..... utilization of human resource in order to achieve organizational goals
  - (a) suitably, productive
  - (b) suitably, optimum
  - (c) productive, optimum
  - (d) effective, efficient
2. Job is;
  - (a) a group of related activities and duties
  - (b) an effective and efficient utilization of work
  - (c) a group of related activities performed by a person
  - (d) an effective and efficient utilization of a person for work activities





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

3. A principal of managing a probationer;
  - (a) To evaluate job
  - (b) To improve performance
  - (c) To improve job performance
  - (d) To evaluate job performance
  
4. Job Analysis is a process of examining jobs in order to identify
  - (a) the results that are expected to be achieved
  - (b) the results that can be achieved
  - (c) the results that are achieved
  - (d) the results that can not be achieved
  
5. Objectives of Human Resource Planning;
  - (a) To ensure optimum use of human resource currently employed; To get the right person for the job vacancy
  - (b) To get the right person for the job vacancy; To cost the human resource component in new projects
  - (c) To establish or maintain an image as a good employer; To get the right person for the job vacancy
  - (d) To ensure optimum use of human resource currently employed; To cost the human resource component in new projects
  
6. Importance of Recruitment in HRM
  - (a) To discover qualified people; To attract an adequate number of job applicants



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

- (b) To discover qualified people Job commitment; To ensure optimum use of human resource currently employed
  - (c) To ensure optimum use of human resource currently employed; To attract an adequate number of job applicants
  - (d) To attract an adequate number of job applicants; To get the right person for the job vacancy
7. .... can be used to familiarize with the nature and the type of the organization
- (a) Departmental plan
  - (b) Strategic plan
  - (c) Tactic plan
  - (d) Operational plan
8. Which step is repeated in Hiring Process?
- (a) Entering the Job Contract
  - (b) Notification of Job offer
  - (c) Deciding the points to be included to the Appointment letter
  - (d) Waiting till get reply
9. Three purposes of performance evaluation
- (a) Administrative, Development, Information
  - (b) Administrative, Training, Information
  - (c) Planning, Development, Information
  - (d) Administrative, Planning, Information



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

10. Two consequences of poor HRP

- (a) Over staff, High productivity
- (b) Law productivity, Optimum level of staff
- (c) Over staff, Law productivity
- (d) High productivity, Optimum level of staff

11. First step of Human Resource Planning (HRP)

- (a) Estimate Supply of HR
- (b) Forecast Future Needs for HR
- (c) Decide Strategies
- (d) Compare the Forecasted Demand of HR with Supply

12. Characteristics of performance evaluation criteria

- (a) Relevance, Sensitivity
- (b) Relevance, Timely
- (c) Timely, Sensitivity
- (d) Timely, Correctly

13. Selection means choosing the most ..... person for an organization the results that are expected by job holder

- (a) qualified
- (b) appropriate
- (c) educated
- (d) experienced



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

14. Two main things of Human Resource Planning (HRP)
- (a) Management and skill inventory
  - (b) Forecasting number and types of employees
  - (c) General and specific statement
  - (d) Statements and succession planning
15. Recruitment is a method of finding ..... qualified people for job vacancies
- (a) Most
  - (b) Suitably
  - (c) Correctly
  - (d) Timely
16. Last step of Hiring
- (a) Appointment for the waiting list
  - (b) Notification of Job Offer
  - (c) Preparation of the Appointment
  - (d) Entering the Job Contract
17. Recruitment process starts from;
- (a) Identify Job Vacancies
  - (b) a traditional work schedule in which employee works for fewer days per week but more hours for each day of working
  - (c) Familiarize with the nature and the type of the organization
  - (d) Identify jobs available to be analyzed



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

18. What are two shocks can be reduced through "Induction"

- (a) Cultural, Real
- (b) Cultural, Personal
- (c) Real, Personal
- (d) Personal, Behavioral

19. Three stages of Schein's Socialization Model

- (a) Commencement, Socialization, Mutual Acceptance
- (b) Entry, Induction, Mutual Acceptance
- (c) Entry, Socialization, Mutual Acceptance
- (d) Entry, Socialization, Agreement

20. Forecasting technique which can be used to predict future requirement of HR

- (a) Succession planning
- (b) Internal HR audit
- (c) Skill inventory
- (d) Delphi Method

(01 Mark\*20 = 20 Marks)

### Question 02

Janaka is the underwriting manager for a large insurance company located in the Colombo city. Recently one of his best employees had given two weeks' notice of her intention to leave. She was expecting a baby soon, and she and her husband had decided that she would quit work and stay at home with her new baby and her other two young



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

children. Today Janaka was scheduled to start interviewing applicants for the job. The first applicant was Delki Pushpa. She arrived at the company's office promptly at 9 a.m., the time scheduled for her interview. Unfortunately, just before she arrived Janaka received a phone call from his boss, who had just returned from a three week vacation. He wanted Janaka to bring him up to date on what had been going on. The telephone conversation lasted 30 minutes. During that time, Delki was seated in the company's reception room.

At 9.30, Janaka went to the reception room and invited her into his office. The following conversation occurred:

Janaka: Would you like a cup of tea?

Delki: No, I've already had one.

J: You don't mind if I have a cup, do you?

D: No, go right ahead. *(Janaka pauses, and rings his secretary Manjalee.)*

J: Manjalee, would you prepare a cup of tea for me?

M: I'll bring it in shortly. You have a call on line 1.

J: Who is it?

M: It's Tony Patabathi, our computer company representative. He wants to talk to you about the delivery date on our new computer set.

J: I'd better talk to him. *(Turning to Delki.)* I'd better take this call. I'll only be a minute. *(He picks up his phone.)* Well, Tony, when are we going to get our machines?

This phone conversation goes on for almost 10 minutes. After hanging up, Janaka turns again to Delki to resume the interview.



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

J: I'm sorry, but I needed to know about those machines. We really do need them. We only have a short time, so why don't you just tell me about yourself.

At that point, Delki tells Janaka about her education, which includes an undergraduate degree in Commerce and an MBA, which she will be receiving shortly. She explains to Janaka that this will be her first full time job, just then the phone rings, and Janaka's secretary tells him that next interviewee is waiting.

J: (*Turns to Delki*) Thank you for coming in. I'll be in touch with you as soon as I interview the other applicants for this job. However, I need to ask a couple of quick questions.

D: OK.

J: Are you married?

D: I am divorced.

J: Do you have children?

D: Yes, two boys.

J: Do they live with you?

D: Yes.

J: The reason I am asking is that this job requires some travel. Will this pose a problem?

D: No.

J: Thanks, and I'll be in touch with you.

(a) Outline the inadequacies of this interview? (10 Marks)

(b) What do you suggest to deal with the inadequacies? (10 Marks)

### Question 03

(a) Define the term of "Human Resource Management (HRM)." (03 Marks)



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

- (b) Identify five unique characteristics of Human Resource. (05 Marks)
- (c) Briefly explain 3 strategic goals of HRM. (12 Marks)

#### Question 04

- (a) Why job designing is significant? Briefly explain. (05 Marks)
- (b) It is more likely that making the job more productive by using more efficiency elements causes productive by using more efficiency elements causes it to be less satisfying. Contradictorily, making the job more satisfying by using more behavioral elements more likely proves to be less productive. It means that more likely proves to be less productive. It means that attempting to achieve both productivity and employee satisfaction to the highest extent is mutually exclusive (contradictory).

What should the Human Resource Specialist do? (15 Marks)

#### Question 05

- (a) Define the term "Job Analysis." (03 Marks)
- (b) Identify the 2 main outputs of Job Analysis. (02 Marks)
- (c) Briefly explain the steps of Job analysis process. (15 Marks)

#### Question 06

- (a) Identify three objectives of Human Resource Planning (HRP). (03 Marks)
- (b) One importance of HRP is controlling the cost of employee. Briefly explain. (05 Marks)
- (c) Identify four main steps of HRP and explain two steps briefly. (12 Marks)





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

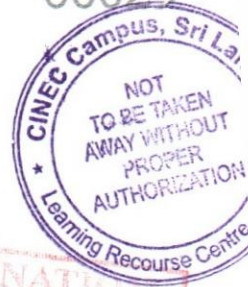
### Question 07

- (a) Define the term "Recruitment." (02 Marks)
- (b) Briefly explain the 2 main importance of Recruitment. (06 Marks)
- (c) Briefly explain the recruitment process. (12 Marks)

### Question 08

- (a) Identify three main steps of "Hiring" process of Human Resource Management. (03 Marks)
- (b) Briefly explain two principles of managing probationers. (05 Marks)
- (c) Briefly explain three steps of "Induction" programme. (12 Marks)

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



Year I Semester II  
SEMESTER END EXAMINATION  
Business Communication - BRMB 1307



- This paper consists of FIVE (05) questions on FOURTEEN (14) pages.
- Answer ALL Questions.
- 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: 2022.03.20

Pass mark: 40%

Time: 03 Hours

**Section A - Business Vocabulary/ Structures**

**Question 1**

**A. Underline the most appropriate word given within brackets. (10 Marks)**

- An idea suggested by a word in addition to its main meaning is called (denotation/ connotation).
- The actual object or idea to which a word refers is called (denotation/ connotation)
- Logistics is the practical (organization/ arrangement) that is needed to make a complicated plan successful when a lot of people and equipment are involved.
- A logistics firm was (purchased/ hired) for the deliveries.
- The federal (intervention/ interference) effectively terminated the strike.
- The case was (transferred/ referred) to a competent authority.
- Managing effective teams is a matter of (accomplishing/ achieving) synergy between the individual members.
- Researchers around the world are (collaborating/ cooperating) to develop a new vaccine.
- The electronic library catalogue can be (accessed/ reached) from terminals all over the university.

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

(x). Businesses often provide their products at a discount in order to acquire a (prospective/ potential) market.

**B. Put the words in the following sentences in the correct order.** (10 Marks)

(i). top-down/ decision-making/ flexible/ style/ company's/ slow/ the/ management/ made/ and

.....  
.....  
.....  
.....

(ii). very/ risks/ business/ great/ the/ be/ your/ starting/ can/ of/ own

.....  
.....  
.....  
.....

(iii). she/ company/ 4 per cent/ stake/ acquired/ direct/ the/ a/ in

.....  
.....  
.....  
.....

(iv). Baltic/ their/ the/ from/ line/ mainly/ shipping/ operates/ ports

.....  
.....  
.....  
.....

(v). apartments/ submitted/ build/ the/ the/ the/ a/ company/ bid/ to/ contract/ for

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

.....  
.....  
.....  
.....

**Section B - English in Pragmatic/ Realistic Settings**

**Question 2**

**A. Identify the errors in the following sentences and rewrite correcting them. (10 Marks)**

**Example:** The issue is still *on* debate.                      The issue is still *under* debate.

- (i). Everyone condemns to violence. ....
- (ii). We went there in last week. ....
- (iii). They asked from me. ....
- (iv). The manager scolds others seldom. ....
- (v). He always is late. ....
- (vi). Nuwan settles his dues never. ....
- (vii). You should abide the laws. ....
- (viii). Students mustn't copy, no? ....
- (ix). The statistics is wrong. ....
- (x). We are understanding customers. ....

**B. Write the functions of the following expressions used in everyday language choosing from the box. (10 Marks)**

*possibility*, certainty, obligation, permission, past ability, no necessity, criticism, assumption, request, advice, law

**Example:** Smoking can cause cancer? [*possibility*]

- (i). You ought to be very careful when you invest money? .....
- (ii). The former manager could widen the product portfolio. ....
- (iii). The company shouldn't have spent so much on

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

refurbishing. ....

- (iv). The new manager can't be a chartered accountant. ....
- (v). The HR officer must be an experienced man. ....
- (vi). The employees have to cooperate with the manager. ....
- (vii). The company must be registered before operations. ....
- (viii). Can I use your phone, please? .....
- (ix). Will you lend me two million rupees next month? .....
- (x). The manager should have treated the employees well. ....

**Section C - Comprehension**

**Question 3**

- I. **Read the following passage and write whether the given statements are true, false or not given.** (05 Marks)

The primary market is where investors buy new shares issued by a company. Shares can only be bought in the primary market, and the purchases are done directly from the issuing company at the initial price stated by the company itself. However, subsequent to the original issuance of shares in the primary market, trading of shares can be done by investors in the secondary market. The price of a share in the secondary market is called the market price. The market price of a share varies with time depending on the demand. For example, the price of a share in Alliance Limited Company increased from Rs.10 to Rs.20 in a year and subsequently after several years to Rs.28. Such increases and decreases in the price of a share occur in the secondary market, where investors are able to trade their shares.

- (a) The shares can be both bought and sold in the primary market. ....
- (b) The price stated by the issuing company is the initial price. ....

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

- (c) More than 50% of shares can be bought at the initial price. ....
- (d) The prices of shares can change in the secondary market. ....
- (e) Investors are able own companies buying more shares. ....

**II. Read the following description and underline the two correct statements.**

(05 Marks)

It is crucial that at the outset of planning your research, you set the study into a framework that justifies the study and explains its structure or design. This framework is like a foundation for a house. It provides the essential support for the study components and also clarifies the context of the study for the reader, much like a house blueprint. By constructing this framework, you not only justify and explain the study to others but also check your own understanding of the need for the study, how the study is conceived, what knowledge it will add regarding the topic, and how the elements of the study design align with the problem identified for the study.

One of the difficulties for new researchers in developing a framework for a study is that conceptual and theoretical frameworks are defined and described differently by different authors, and the definition of what is considered a study framework may vary by institution. Those definitions can be explored to provide a spectrum of understanding of conceptual and theoretical frameworks. Before exploring the various understandings of conceptual frameworks in depth, it is helpful to compare multiple definitions of the term. Some authors view conceptual and theoretical frameworks as synonymous. A conceptual framework provides the orientation to the study and assists both the researcher and the reader in seeing how the study contributes to the body of knowledge on the topic, how elements of the study align, and how the study design and methodology

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

meet rigorous research standards. A conceptual framework may be defined broadly as theory or literature review, or it may be defined more narrowly as the factors and variables addressed in a study. (Maxwell, 2017; Miles, Huberman, & Saldana, 2014). Essentially, all definitions of conceptual framework provide a context for the study, but the scope of that context varies among authors.

Ravitch and Riggan (2017) presented the most comprehensive understanding of conceptual framework. Their main point was that a conceptual framework is an argument for the study and that argument has two parts. First, the argument establishes the importance of and intended audience for the study. Second, the argument demonstrates alignment among research questions, data collection and data analysis as well as the use of rigorous procedures to conduct the study. They posited that the conceptual framework both informs and describes the development of research questions, design selection, data collection, data analysis and presentation of findings.

- (a) Although research framework helps to understand integral parts of research, it doesn't make the situation of the study clear.
- (b) Different authors have expressed different opinions on conceptual and theoretical frameworks.
- (c) A narrow definition of conceptual framework is literature review while a broader definition is the factors and variables that are investigated.
- (d) The explanation of the importance and the audience of a study and the alignment among all research components is the most comprehensive understanding of conceptual framework.

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

- III. Read the article below about the successful delegation of work. Underline the best word or phrase to fill each gap from (a), (b), (c) or (d). (10 Marks)

### Guidelines For Giving Presentations

Most presentations today depend on the use of some technology, such as a laptop computer linked to a projector. While this technology can help to (e.g.) -b- presentations better, it also has a (1)..... of getting in the way. As a general (2)..... , it is better to (3)..... on the content of a presentation as a means of (4)..... your audience's attention, rather than relying on sophisticated equipment. Bear in mind that when an organization invites (5)..... for a contract, they may schedule four or five presentations from different companies on the same day. Each of these companies will probably be using the same computer graphics (6)..... and the same equipment. The chances are the presentations will be similar too. That's why the content and (7)..... of what you say are important. Think about what you want to say and how to say it as clearly as possible. As a first step, you need to (8)..... the main points you want to get across. Audiences are easily bored and tend to remember only the most entertaining, exciting or unusual ideas. Next create your materials, choosing the images for your presentation carefully. Remember you do not want to stop your audience from listening to you, nor do you want to (9)..... them. Finally. Make all the necessary arrangements for the equipment you need. If technology is to be an important (10)..... of your presentation, make sure you know how to use it properly and test it out beforehand.

*e.g.* (a). produce (b). make (c). construct (d). build



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

1. (a). behavior (b). habit (c). practice (d). routine
2. (a). method (b). law (c). rule (d). course
3. (a). focus (b). define (c). target (d). direct
4. (a). gaining (b). taking (c). collecting (d). acquiring
5. (a). requests (b). calls (c). bids (d). commands
6. (a). parcels (b). packets (c). bundles (d). packages
7. (a). design (b). system (c). structure (d). formation
8. (a). label (b). mark (c). identify (d). catalogue
9. (a). mislead (b). confuse (c). disorder (d). complicate
10. (a). share (b). role (c). function (d). element

**Section D - Presenting Information**

**Question 4**

**A. Fill in the blanks in the following description of the given data with the correct verb from the bare infinitive given within brackets. (10 Marks)**

Country	China	United States	Russia	Japan	India
Production (billion KWh)	5398	4099	1057	936.2	871
Consumption (billion KWh)	5322	3866	1038	856.7	698.8

The table e.g. shows (show) the top five countries for the production and consumption of electricity in 2020. Both the production and the consumption of electricity (1)..... (give) in kilowatts. China (2)..... (lead) the world in the production of electricity. The production of all five countries (3)..... (exceed) the consumption. The consumption of United States (4)..... (be) more than three times that of Russia. The highest amount of electricity (5)..... (consume) in China. In 2020, Japan

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

(6)..... (produce) 1057 kilowatts while 871 kilowatts of electricity  
 (7)..... (generate) in India. In 2020, there (8)..... (be) only 19 kilowatts  
 difference between the production and consumption of electricity in Russia. The number of  
 countries (9)..... (produce) more than 4000 kilowatts of electricity was only two. In  
 conclusion, all the five countries need (10)..... (use) the full amount of electricity  
 generated for their domestic requirements.

**B. Summarize the information given in the table by selecting and reporting the main features and make comparisons where relevant. (10 Marks)**

The following table gives information on the Annual turnover and the production cost of SimSim Multinational Company in million rupees. Use Introduction-Body-Conclusion format.

Year	Annual Turnover			Production Cost		
	UPS	Batteries	Earphones	UPS	Batteries	Earphones
2020	700.9	250.3	250.2	600.5	125.2	50.8
2021	701.7	500.6	200.1	650.3	250.3	60.7

Write at least 150 words.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

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

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

**Section E - Business Writing**

**Question 5**

**A. In the conclusion of the following report, ten phrases or sentences are missing. Write the number of the missing phrases or clauses given separately in the blanks where they should fit in. (10 Marks)**

The Sri Lankan economy contracted by 3.6 percent in 2020 on year-on-year basis in the backdrop of unprecedented disturbances to socio-economic activities due to adverse impacts of Covid-19. The pandemic itself, ... *e.g. (iv)*... to contain the spread of pandemic dragged down the performance of economies all over the world and (a)... .. Some of the business sentiment indices compiled by the Central Bank recorded their lowest values in 2020, particularly during the second quarter, (b)..... The pandemic situation severely affected economic activities for which physical engagement is vital, such as construction, manufacturing and transportation, in addition to the whole ecosystem built around the tourism industry. (c)..... caused the contraction in industry activities, while services activities were adversely affected (d)....., other personal services and accommodation, food and beverage services activities. Meanwhile, (e)..... largely due to the pandemic related disturbances, though the conducive policy environment supported the continuation of most agriculture activities even during

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

the lockdown periods. Investment expenditure contracted in 2020, mainly due to (f)..... locally as well as globally, while consumption expenditure recorded a slower growth. External demand also weakened during the year (g)..... across geographies with the pandemic. However, the rationalization of non-essential imports curtailing the merchandise imports during the year, partly contributed to buffer (h)..... amidst the contraction in exports. In 2020, the national savings-investment gap as percentage of GDP narrowed on account of the considerable contraction in investment expenditure (i)..... during the year compared to 2019. In line with the adverse impact that the Covid-19 pandemic had on economic activities, the labor market exposed its long-term fragilities and vulnerabilities, deepening structural issues and inequalities further. Accordingly, resulting in a loss of family incomes, (j)..... in 2020, the highest since 2009.

*Write the number of the following missing phrase or statement in the blanks.*

- (i). the setback in construction and manufacturing activities
- (ii). on the grounds of a loss of growth momentum
- (iii). the unemployment rate increased to 5.5 per cent
- (iv). *together with related restrictions*
- (v). the uncertainty on the recovery timeline of the pandemic
- (vi). Sri Lanka was no exception
- (vii). though national savings recorded a decline of 3.6 per cent
- (viii). agriculture activities also record a decline
- (ix). reflecting the adverse impact of the nationwide lockdown
- (x). the deterioration in net external demand
- (xi). predominantly due to the contraction in transportation

**B. You work as the marketing manager for a leading apartments-construction company. The management entrusted you with the task of writing a marketing proposal for the company. Write incorporating your ideas in a report that should follow the following**

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

**format and content.**

(10 Marks)

**Introduction** - Paragraph 1

- the importance of a market research

Body - Paragraph 2

- building apartments in eco-friendly environments, yet closer to highways with improved infrastructure

Body - Paragraph 3

- choice of 2BR, 3BR (BR-Bed Rooms), maintain quality and appearance, affordable prices

Body - Paragraph 4

- importance of attracting Sri Lankans earning abroad

**Conclusion** - Paragraph 5

- suggest condominiums

- Condominium: an apartment building or group of houses in which each apartment/ house is owned by the person living in it but the shared areas are owned by everyone together

**Write at least 250 words.**

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

library

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



Year I Semester II  
SEMESTER END EXAMINATION  
Fundamentals of Retailing - BRMB 1309

- This paper consists of EIGHT (08) questions on FOUR (04) pages.
- Answer FIVE (05) 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: 2022.03.18

Pass mark: 40%

Time: 03 Hours

**Question 01: (Compulsory)**

The Covid-19 pandemic is a global threat that everyone had to spend a very difficult period by changing their behavior. Also, the businesses had to face a difficult time and it led sometimes to change their operational practices. The situation was the same with retailers as well.

You as an individual who is experiencing the consequences of Covid-19, explain how the local retailers have changed their Operational practices, Customer Relationship Management practices, Human Resource Management practices during the Covid-19 period with appropriate examples. (20 Marks)

**Question 02**

- a) There are different types of retailers that we can see in the modern world. Among them, store retailers can widely be seen all over the world. Thus, explain different types of store retailers in Sri Lanka and mention the examples for each type of store retailer. (10 Marks)

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

- b) When consumers are going to buy products, they normally follow a step-by-step process. Briefly explain the role of retailers in each stage of the consumer buying process.  
(10 Marks)

### Question 03

- a) Human Resource Management in retailing is considered to be one of the most difficult things that retail management is facing. Sometimes a lot of losses occur to the retailer since the poor human resource management by the retail management. Due to these reasons, employee engagement in retailing has been an important factor. Thus, you are supposed to explain the different mechanisms that the retailers can use to engage the employees in the retailing sector.  
(10 Marks)
- b) In practicing Customer Relationship Management (CRM) the retailers need to have a proper database of the customers. But to have such a database the retailers need to have better information about the customers. You as a retailer, explain the ways that you could use to identify the information of the customers in order to have a better database of the customers.  
(10 Marks)

### Question 04

- a) An environmental analysis is something vital, in developing strategies for a retailer. Thus, retailers can conduct a SWOT analysis before they set new strategies. Imagine that you are recruited as an executive for a newly established retailer located in an urban area and your management asks you to develop a SWOT analysis. Briefly prepare a report with a SWOT analysis for your retailing company.  
(10 Marks)
- b) *Retail location is considered to be the most important aspect of retailing. There are two types of retail locations that the retailers can use to select an appropriate location for their outlet.* Comment on the above statement.  
(10 Marks)

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

### Question 05

- a) *Pricing is something very sensitive to both retailers as well as the customer because the pricing can affect both the retailers' performance as well as the customers' happiness. But there can be some legal and ethical issues happening when determining the price of a retail product. Comment on the above statement.* (10 Marks)
- b) There are different factors that are affecting employee productivity at a retail outlet. Among them, the 'Ability' is one of the drivers of employee performance and there three parts in 'Ability' like Recruiting, Socializing and Training the employees of the retail outlets. You as a newly recruited executive to a textile retail outlet briefly explain how you are going to do recruiting and socializing your new employees. (10 Marks)

### Question 06

- a) 'Shoplifting' is an issue faced by many retailers. But there are mechanisms that are available to avoid happening the shoplifting in retail shops. Briefly explain such ways that the retailers can use to avoid shoplifting. (10 Marks)
- b) Store design plays a major role in retailing, and it is something very important for a retailer. When it comes to store design there are many objectives of store designing. Briefly explain the different objectives of store design in retail shops. (10 Marks)

### Question 07

- a) When using the store design elements 'Feature Areas' is considered to be one of the most important things. And also, there are many things that are included in these feature areas. Briefly explain five such feature areas that a textile retailer can use. (10 Marks)



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

- b) There are different presentation techniques that the retailers are using to display different products that they are selling. You as a newly recruited store layout manager suggest five such presentation techniques that your retail shop can follow. (10 Marks)

### **Question 08**

- a) Imagine that you are hired by a retail company to manage retail communication. But due to Covid-19 issues that you are facing some of the communication methods cannot be implemented. Thus, explain how you would do communicate about your retail outlet during the Covid-19 period. (10 Marks)
- b) Retailing in the modern world has changed significantly due to various reasons and technology is playing a major role in changing the retailing world. Therefore, you are supposed to write an essay (not less than 300 words) about retailing in the modern world. (10 Marks)

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



Year 1 Semester II  
SEMESTER END EXAMINATION  
Consumer Buying Behavior - BRMB 1311

- This paper consists of EIGHT (08) questions on FIVE (05) pages.
- Answer FIVE (05) 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: 2022.03.15

Pass mark: 40%

Time: 03 Hours

**Question 01: Compulsory**

1. The buying process starts when the buyer recognizes a .....
  - a) Product or Service
  - b) Shop or Market
  - c) Need or Problem
  - d) Money or Status
2. CDM stands for .....
  - a) Consumer Development Model
  - b) Consumer Decision Mix
  - c) Consumer Decision Making
  - d) Consumer Development Matrix
3. Parents buy toys or gifts for their children. This act is considered as ..... in the buying process.
  - a) Buyer
  - b) Decider

- c) Maintainer
  - d) All of the above
4. .... is displayed by a person while buying milk.
- a) Selective Buying Behavior
  - b) Routinized buying behavior
  - c) Extensive buying behavior
  - d) Credence buying behavior
5. .... is nothing but the willingness of consumers to purchase products and services as per their taste, need, and of course pocket.
- a) Consumer behavior
  - b) Consumer interest
  - c) Consumer attitude
  - d) Consumer perception
6. .... is one of the most basic influences on an individual's needs, wants, and behavior.
- a) Brand
  - b) Culture
  - c) Product
  - d) Price
7. In terms of consumption decisions, middle-class consumers prefer to .....
- a) Buy at a market that sells at wholesale rates
  - b) Buy what is popular
  - c) Buy only the brands which sell at affordable prices
  - d) Analyze the market and select the best at the lowest prices

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

8. The consumer decision-making process is defined as the process of ..... recognition, information search, evaluation of ..... and ..... and post-purchase evaluation that is common to most consumer buying decisions.
- a) Need/want, options, purchase
  - b) Problem, options, analytical
  - c) Problems, options, post-purchase.
  - d) Problem, option, purchase.
9. You play as part of your local football team. For training, you choose to focus on your own goal of increasing your fitness, rather than the team goal of improved game strategy. In doing so, you are displaying a culture of,
- a) Masculinity
  - b) Uncertainty avoidance
  - c) Independence
  - d) Individualism
10. Cognitive dissonance refers to
- a) The likelihood of a repeat customer purchase
  - b) The inability to make a purchase decision
  - c) Second thoughts about a purchase
  - d) The low involvement decision-making process

(02 Marks\*10 = 20 Marks)

## Question 02

Consumer Behavior is derived from Psychology, Sociology, Social Psychology, Anthropology, and economics. Do you agree with this statement? Critically discuss with suitable examples.

(20 Marks)

### Question 03

From your knowledge of Cognitive learning theories, in particular, the Iconic Rote Learning theory, discuss why a low involvement application of thinking processes is often prescribed as the most efficient mental process for this particular theory. Explain and provide an example of where this type of marketing is used in advertisements. (20 Marks)

### Question 04

Discuss the following three statements;

- a) Consumer behavior is dynamic.
- b) Consumer behavior involves interactions.
- c) Consumer behavior involves exchanges.

(20 Marks)

### Question 05

It is important for a company to accurately define its brand personality so it resonates with the correct consumer. From the Consumer's perspective, they are more likely to purchase a brand if its personality is similar to their own. Discuss and give your opinion. (20 Marks)

### Question 06

The hierarchy of effects model is a communication model introduced by Lavidge Steiner, 1961. Do you think understanding the model is useful for marketers? Elaborate your answer with suitable examples. (20 Marks)

### Question 07

Motivation is the inward drive to possess the things that we apparently 'need', influence our buying decisions. Critically discuss. (20 Marks)

### Question 08

Assume that you are a Marketing Manager of a well-reputed supermarket chain in Sri Lanka. The company is expanding its operations and looking for new development opportunities to increase sales. As a result of that, it's going to open a new branch which is located in Beruwela area, far away from Colombo.

1. As a marketing manager of the company what are the main challenges, you are facing? (10 Marks)
2. What are the strategies and how you can overcome these challenges? Elaborate in detail. (10 Marks)

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



Year I Semester II  
SEMESTER END EXAMINATION  
Fundamentals of Branding - BRMB 1310

- This paper consists of EIGHT (08) questions on THREE (03) pages.
- Answer FIVE (05) 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: 2022.03.11

Pass mark: 40%

Time: 03 Hours

**Question 01: (Compulsory)**

- Explain what you understand by the term "Brand" (05 Marks)
- "With the correct strategy, we could brand virtually anything today" Explain your stand on the statement with examples (05 Marks)
- What are the importance of brands to you as a customer? (05 Marks)
- With examples. Explain how branding has been changed over the years (05 Marks)

**Question 02**

- What is an advertising agency and what are the factors to be considered in selecting an agency? (08 Marks)
- "It is better to use an in-house advertising team than an outside agency" do you agree with the stamen? Explain your stand (12 Marks)

**Question 03**

- What is a "Parent Brand" and why companies should invest in the "Parent (Corporate) Brand" (08 Marks)
- Explain the strategic options available for marketers to manage a "brand Portfolio" with examples (12 Marks)

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

#### Question 04

- a. "Many Fast Moving Consumer Goods (FMCG) companies prefer individual branding approach" Explain with examples (10 Marks)
- b. Describe in your own words what is meant by Positioning and explain what are the different ways a company could position their brand with examples (10 Marks)

---

#### Question 05

The brand audience is increasingly becoming sophisticated due to the changes taking place in their environment.

- a. Describe with examples what are the changes in the society/ environment that have made the current brand audience sophisticated. (08 Marks)
- b. "The new digital audience provides more advantages than challenges". Analyze the statement (12 Marks)

#### Question 06

In the current context, many companies adopt various forms of collaborations against the competition.

- a. What is "Co-Branding" and what are the advantages and disadvantages of co-branding? (10 Marks)
- b. "Affinity marketing support both parties involved" analyze (10 Marks)



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

### Question 07

Measuring the brands' performance and impact is essential today. Interbrand® and BaV (Brand Assets Valuator) are two main measurement tools that serve the purpose.

- a. What are factors considered by Interbrand model to assess the brand value  
(08 Marks)
  - b. Describe the main dimensions of Brand Assets Valuator  
(12 Marks)
- 

### Question 8

The future of the brands will depend on how effectively they could adopt the trends in the market and innovate.

- a. What is sustainable marketing and how it could be used for building a corporate brand?  
(10 Marks)
- b. Describe what the different levels of innovation with examples are and explain why it is important.  
(10 Marks)

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

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

**Year 1 Semester II**  
**SEMESTER END EXAMINATION**  
**Consumer Buying Behavior - BRMB 1311**

- This paper consists of EIGHT (08) questions on FIVE (05) pages.
- Answer FIVE (05) 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: 2020.03.07

Pass mark: 40%

Time: 03 Hours

**Question 01: (Compulsory)**

**Consumer Decision Making**

Niraj has to attend his Consumer Behaviour Classes on Saturday Morning. However, he woke up so late in the morning as he had a late night previous day. He rushed to get ready and left home without having breakfast. Niraj somehow managed to attend the lectures on time. Whilst at the lecture, he was very hungry. As the previous day was very tiring and attended the lectures without breakfast, he was in a dire need to fulfill his hunger. As soon as the interval break was given, Niraj rushed to the university canteen. At the canteen, there were various types of short eats, grains, rice packets and other snacks. Niraj is controlling his diet as he wants to lose some weight. Hence, he needs to watch out for his carbohydrate intake. Therefore, Niraj is contemplating on choosing the healthiest but also most filling food option to eat.

(a) Based on the given example, as per consumer decision making model, what is the need Niraj has recognised to fulfill? (02 Marks)

(b) Did Niraj conducted the information search and alternative evaluation? Explain with facts and examples. (06 Marks)

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

- (c) Using the 'consumer decision making model' for need fulfilment, explain this consumption behaviour from choosing something to eat as well as looking for food options. (12 Marks)

### Question 02

- (a) There are different types of purchase behaviour. What is the difference between a high involvement and low involvement purchase decision? (04 Marks)
- (b) Based on which criteria a customer will be 'brand loyal'. Elaborate using suitable examples. (06 Marks)
- (c) Identify and briefly explain physiological, safety, belongingness, ego and self-actualisation need levels of Maslow's hierarchy of needs theory with examples. (10 Marks)

### Question 03

Malted Milk Powder market is very diverse in Sri Lanka. Different companies have tried to differentiate their brands using various features such as high calcium, Vitamin D, B additions etc. They use attractive marketing communications methods and celebrity endorsements. Choose two brands in the malted milk market and answer following questions:

- (a) Define 'market positioning'. (02 Marks)
- (b) Identify the market positioning of the chosen two brands and justify with reasons. (04 Marks)
- (c) How do they have identified the target audiences for the two brands and explain the targeting process. (04 Marks)

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

- (d) Using attribute based and non-attribute based approach, draw a perceptual map for malted milk powder market in Sri Lanka. Justify the stances made. (10 Marks)

#### Question 04

Sanuki is an ambitious young girl. She wants to be a Chartered Accountant one day. Sanuki always look up to her sister who has already achieved great heights in her academic life. Her sister is educated, knowledgeable and well experienced in the field of Management. After advanced level examination, Sanuki seeks advice from her sister to identify which academic or professional qualifications to pursue. Sanuki's friends are also keen on understanding their higher study options and in search of information.

- (a) What is a reference group and identify two reference groups reflected in this scenario. (04 Marks)
- (b) Who is an opinion leader? (02 Marks)
- (c) In consumer behaviour context, identify whether Sanuki's sister is an opinion seeker or an opinion leader. Justify your stance with evidence. (06 Marks)
- (d) Explain how a celebrity endorsement impact attitude formation. (08 Marks)

#### Question 05

As per Shiffman et al. (2010) attitude is a learned predisposition to behave in a consistently favourable or unfavourable way with respect to a given object. Considering Functional Theory of attitudes, explain following concepts with examples:

- (a) Utilitarian function which relates to rewards and punishments. (05 Marks)

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

- (b) Value expressive function which relates to the expression of consumers values and concepts. (05 Marks)
- (c) Ego defensive function which relates to protecting the self from external threats and or internal feelings. (05 Marks)
- (d) Knowledge function which relates to the need for order, structure or meaning. (05 Marks)

### **Question 06**

- (a) Perceptual selection, organisation and interpretation are the three key stages in perception development. Explain these stages with an example. (06 Marks)
- (b) How does a consumer avoid functional risk, financial risk and psychological risk in purchasing a product? Illustrate with examples. (06 Marks)
- (c) With examples, explain classical conditioning theory and cognitive learning theory. (08 Marks)

### **Question 07**

The Boeing Company, is an American multinational corporation that designs, manufactures, and sells airplanes, rotorcraft, rockets, satellites, telecommunications equipment, and missiles worldwide. Recently, the Boeing 737 Max faced severe criticisms and accusations due to the two fatal crashes that killed 346 people. Now it has run into another technical issues as the company has observed an issue with the plane's flight computers, according to a source familiar with the matter. The Max has been grounded since March 2019 following the second of those crashes. This is a major set back for the famous company.

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

- (a) Using your theoretical knowledge on brand image and reputation, explain the above scenario with theoretical justifications on how Boeing's image has been affected. (05 Marks)
- (b) Suggest strategies, which can follow to change the attitude towards the brand and attract consumers back to the brand. (15 Marks)

### Question 08

Hemantha is from a rural village close to Dambulla. With hard work he managed to get into the University and completed his university studies successfully. Now he is working as a marketer in a multi-national company. Hemantha receives a good income and now plans to build a house in the recently bought land close to Colombo. Hemantha consults his friends and is in search of a good architect as well. Hemantha wants his house to have a blend of modern and classical touch.

- (a) Discuss possible influences of cultural, social and personal factors to consumer behaviour in the given scenario. (10 Marks)
- (b) Discuss the possible applications of consumer behaviour theories to form an opinion/perception towards the above consumption situation. (10 Marks)

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



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

Year I Semester II  
SEMESTER END EXAMINATION  
Fundamentals of Branding - BRMB 1310

- This paper consists of EIGHT (08) questions on TWO (02) pages.
- Answer FIVE (05) 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: 2020.03.05

Pass mark: 40%

Time: 03 Hours

**Question 01: (Compulsory)**

Brands are considered to be the greatest assets of any organization. Strong brands also provide a competitive advantage.

- (a) Define a brand (05 Marks)
- (b) Explain the value brands create for an organization (15 Marks)

**Question 02**

What are the characteristics of strong brands? (20 Marks)

**Question 03**

Write short notes on the following:

- (a) Brand Features
- (b) Brand Personality

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

- (c) Brand Values
- (d) Brand Vision

(5 Marks X 4 = 20 Marks)

#### **Question 04**

What is Brand Positioning? Provide examples to illustrate. (20 Marks)

#### **Question 05**

What are the challenges facing brands in the 21<sup>st</sup> Century? (20 Marks)

#### **Question 06**

How can brands be differentiated from each other? Provide examples to illustrate. (20 Marks)

#### **Question 07**

What are the methods that can be used to position brands? Explain. (20 Marks)

#### **Question 08**

Discuss why product quality is important for the success of a brand? Provide examples to illustrate. (20 Marks)

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



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

**Year I Semester II**  
**SEMESTER END EXAMINATION**  
**Fundamentals of Retailing - BRMB 1309**

- This paper consists of EIGHT (08) questions on FOUR (04) pages.
- Answer FIVE (05) 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: 2020.03.03

Pass mark: 40%

Time: 03 Hours

**Question 01: (Compulsory)**

Retailing is a vast competitive business environment that growth rapidly globally.

- Briefly explain what retailing is (05Marks)
- Understanding customer needs drives the retail business in to great success. Explain this statement (10Marks)
- List five functions carried out by the retailers (05Marks)

**Question 02**

- Multichannel retailing provides greater benefits to a retailer. Explain this statement with suitable examples (10 Marks)
- If you intend to start your own retail business, write short notes on two types of retail store options that you may consider. (10 Marks)

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

### **Question 03**

The Ansoff Matrix explain the different growth strategies that could be applied by a retailer.

Discuss the application of the ANSOFF Matrix considering a suitable retail business as an example. (20 Marks)

### **Question 04**

- (a) If you intend to start your own retail business, explain the stages of your retail business life cycle and how your decisions would change at each stage. (10 Marks)
- (b) Explain your choice of retail store layout for your retail outlet (10 Marks)

### **Question 05**

Retail location plays a vital role in the success factors of a retail business. Do you agree? Justify your statement. (20 Marks)

### **Question 06**

A newly started apparel retailer wants you to be his consultant to recreate the retail brand and marketing communication mix. Explain how you will design the brand and the communication mix. (20 Marks)

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

**Question 07**

Explain the importance of customer relationship management and discuss the elements of a retail loyalty program with examples. (20 Marks)

**Question 08**

Lakmal is a after A/L student, who is running his own coffee shop during weekends at Nugegoda area. Following are the income statement and the balance sheet he has prepared for the year ended December 31<sup>st</sup>, 2019.

LAKMAL COFFEE CAFÉ

Income statement

For the year ended 31<sup>st</sup> December 2019

Rs.

Net Sales	5000
Cost of goods sold	3200
Gross profit	1800
Selling, general & administration expenses	1025
Earnings before interest (EBI)	775
Interest	50
Net profit	725

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

LAKMAL COFFEE CAFE

Balance Sheet

For the year ended 31<sup>st</sup> December 2019

Rs.		Rs.	
Liabilities		Assets	
Current liabilities	400.00	Equipment	5000.00
Long term debt	2500.00	Cash	540.50
Equity	4340.50	Accounts receivable	200.00
		Inventory	1500.00
Total Liabilities	7240.50	Total Assets	7240.50

Required,

(a) Calculate following financial performance ratios for LAKMAL COFFEE CAFE.

- i. Gross margin ratio
- ii. Operating expenses as a percentage of sales
- iii. Operating profit margin
- iv. Net profit margin
- v. Asset turnover
- vi. Return on Assets

(03 Marks × 6 = 18 Marks)

(b) Why Return on Assets (ROA) is considered as an important performance measure for a firm. (02 Marks)

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



# Colombo International Nautical and Engineering College

CINEC Campus

Faculty of Management, Humanities and Social Sciences

Department of Management and Business Studies

BMgt (Hons.) in Retail Marketing and Branding

Course CODE: BMgt 555

09

*Silbray*

Year 1 Semester II

SEMESTER END EXAMINATION

Consumer Buying Behavior - BRMB 1311

- This paper consists of EIGHT (08) questions on FOUR (04) pages.
- Answer FIVE (05) 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: 2019.01.16

Pass mark: 40%

Time: 03 Hours

## Question 01: (Compulsory)

### What motivates to Consume

Kanchana is a qualified professional working in an established organisation in Colombo. Her home town is far away from Colombo. It was a Monday evening when her parents told that some relatives from her village is coming to Colombo. Being a very friendly and a cordial person, Kanchana couldn't simply settle down for a simple hello. She was planning to have some string hoppers for dinner. However, with her relatives around, she cannot simply offer them string hoppers. She wanted to treat them well. Therefore, Kanchana was thinking of where to be taken them for dinner.

Many options for evening meal was propelling in her mind. From taking them to a good Chinese restaurant to places where pizza, pasta being served; she was contemplating on many food options. Finally, after a long thought she decided to take them to a Chinese restaurant where rice is also available. Knowing the mind set of her relatives, she knew, it will be nothing like rice for them for dinner. There was a good array of options available and her relatives happily chose food from the menu. They were staring at the plush ambience and Kanchana was happy about the decision to take them for this restaurant.

- Briefly explain the term 'consumer behaviour' (02 Marks)
- Identify many different needs as possible related to Kanchana's consumption behaviour. (06 Marks)
- Using the 'motivation process' for need fulfilment, explain this consumption behaviour from choosing a place to dine in as well as looking for food options. (12 Marks)



# Colombo International Nautical and Engineering College

CINEC Campus

Faculty of Management, Humanities and Social Sciences

Department of Management and Business Studies

BMgt (Hons.) in Retail Marketing and Branding

Course CODE: BMgt 555

## Question 02

- (a) People buy goods and services as a habit. Sometimes, certain purchases require lot of thought and information search. What is a habitual purchases? Explain with examples. (04 Marks)
- (b) There are different types of purchase behaviour. Give examples and explain high involvement and low involvement purchase behaviours. (06 Marks)
- (c) Identify and briefly explain physiological, safety, belongingness, ego and self actualization need levels of Maslow's hierarchy of needs theory with examples. (10 Marks)

## Question 03

Market is full of known and unknown brands. If someone wants to purchase a mobile phone, he/she can make a choice between known brands and unknown brands. It all depends on the prominence given to that purchase decision. When making a purchase decision, customers pay attention to product, quality, price and many other factors. On the other hand, target audience for the product is also chosen by the company after a careful thought.

- (a) Briefly explain the terms 'segmentation and targeting' when choosing a target customer segment? (04 Marks)
- (b) What is brand positioning? (02 Marks)
- (c) Explain how brand positioning affects a purchase of a mobile phone. Illustrate with an example. (04 Marks)
- (d) Explain what are evoked set, inept set and inert set. (06 Marks)
- (e) Explain how a customer becomes loyal to a specific brand? (04 Marks)

## Question 04

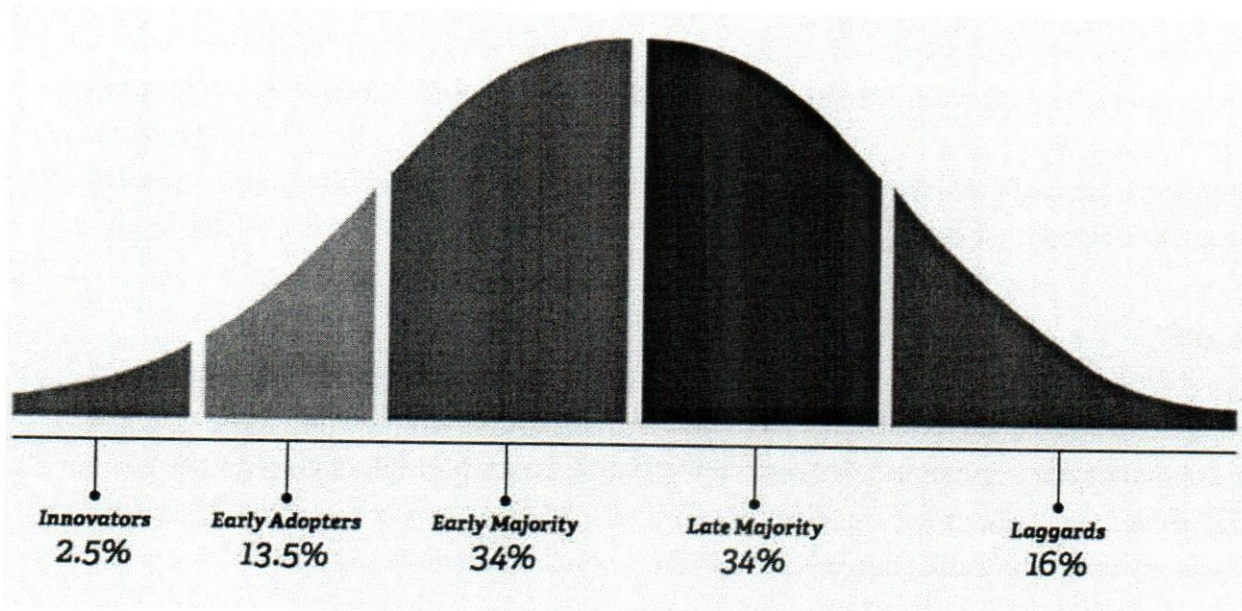
Shihan always think high of Uncle Senanayake. Shihan considers Uncle Senanayake to be well educated, knowledgeable and experienced in the field of IT. Therefore, as an aspiring IT professional, Shihan seeks career advice from Uncle Senanayake. In addition, Shihan relies on his friends who have expert knowledge in IT field so as his university lecturers.

- (a) What is a reference group and identify two reference groups reflected in this scenario. (04 Marks)
- (b) Who is an opinion leader? (02 Marks)



- (c) In consumer behaviour context, identify whether uncle Senanayake is an opinion seeker or an opinion leader. Justify your stance with evidence. (06 Marks)
- (d) Explain how a celebrity endorsement impact attitude formation. (08 Marks)

### Question 05



The above diagram shows the innovation diffusion process. Choose a suitable product from the automobile industry and explain:

- (a) Who are the innovators of a new product? (02 Marks)
- (b) Explain how the new product gain early adopters and early majority with an example. (08 Marks)
- (c) Give an example of an automobile which had reached the late majority stage. Justify with reasons. (04 Marks)
- (d) Illustrate with examples how brand positioning help to build brand loyalty. (06 Marks)

### Question 06

- (a) Explain the three key stages in perception development with an example. (06 Marks)
- (b) Draw a perceptual map for a suitable product category using three to four brands (minimum) in a given industry and explain the reasons to position them. (06 Marks)
- (c) With examples, explain classical conditioning theory and cognitive learning theory. (08 Marks)



### Question 07

Melamine milk contamination was a major incident which occurred during the past decade. It exposed many global brands into public criticism and breach of trust. Choose any national or international brand in the market which had suffered a bad reputation due to certain causes and facts.

- (a) Provide a brief background of the selected brand with reasons behind bad reputation. (05 Marks)
- (b) Suggest strategies, which can follow to change the attitude towards the brand and attract consumers back to the brand. (15 Marks)

### Question 08

Assume that you have just completed your house construction. Now is the time to furnish it. You believe that it's important to furnish the sitting room and kitchen area with special care as these are the areas clearly visible to visitors. Furniture and accessories required have a wide variety from pots and plants to chandeliers, sofas, bar chairs etc.

- (a) Discuss possible influences of cultural, social and personal factors to consumer behaviour in the given scenario. (10 Marks)
- (b) Discuss the possible applications of consumer behaviour theories to form an opinion/perception towards the above consumption situation. (10 Marks)

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





Year I Semester II  
SEMESTER END EXAMINATION  
Fundamentals of Branding - BRMB 1310

- This paper consists of EIGHT (08) questions on FOUR (04) pages.
- Answer FIVE (05) 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: 2019.01.14

Pass mark: 40%

Time: 03 Hours

**Question 01: (Compulsory)**

**Zara**

Zara is a Spanish clothing and accessories retailer for men, women and kids. It is the flagship brand of the Inditex group, one of the largest fashion groups in the world. Zara offers brands such as Massimo Dutti, Pull and Bear, Oysho, and Uterqüe. Zara is well known for offering latest fashions at reasonable prices. The winning formula of Zara includes short lead-times, unique and rare designs and style in a range of sizes. (Currently, the sizes of women's clothes go to a US size of 12 or a UK size of 14 or extra-large.)

It is believed that Zara only takes two weeks to develop a new product and offer them in their stores, whereas, the industry average is six months. Zara has a very large designing team in South West Spain, which keeps itself busy in identifying fashion trends and designing styles to match the identified trends. In 1990, their production system was upgraded to facilitate for a Just in Time (JIT) production facility.

Zara creates scarcity for its fashionable clothing in the retailing stores by limiting the number of items available from each design. Therefore, customers would tend to buy the product immediately whenever they come across a new design, since that design might not be available next time, they visit the outlet.

However, instead of having several items from one design, the company makes sure that they provide designs that are newer to their customers. Therefore, there is a high possibility to match customer expectation through the designs. Even if there is a fast-moving design, there will be another design to replace the space of the already sold item. Zara produces around 11,000 items per year whereas other competitive fashion retailers offer only 2,000 to 4,000 items per year.



# Colombo International Nautical and Engineering College

CINEC Campus

Faculty of Management, Humanities and Social Sciences

Department of Management and Business Studies

BMgt (Hons.) in Retail Marketing and Branding

Course CODE: BMgt 555

Unlike other fashion retailers, Zara controls most of the activities in their supply chain including designing, production and distribution. Almost half of Zara's production is owned or closely controlled by them. Therefore, Zara has a greater flexibility and control than other retailing outlets that completely outsource their production functions to factories in low cost Asian countries. However, Zara has to incur costs nearly 20 times more on labour, when compared to the companies that use labour resources from Asian countries.

One of the key success factors of Zara is their designs. Design and product development are highly labour incentive. Zara has over 200 people in their development team and each person produces around 60 styles per year. The product development starts with market research where the team regularly visits fashion shows, disco, universities and other places to observe the fashion among the young generation.

Most people describe Zara as a fashion imitator, where it simply tries to understand fashion items that their customer wants, rather than trying to promote the forecasted fashion trends through fashion shows, which is the practice of other fashion retailers.

As soon as the approval is granted for a design, instruction is given to cut the appropriate fabric, which is performed through high-tech automated cutting facilities. These cutting pieces are then distributed in a network of small workshops for assembly. Finally, garments are quickly cleared and distributed in the stores through Zara's high-tech distribution system.

However, despite manufacturing in Europe, Zara has managed to keep its costs of final products down by hiring informal economy workers for the assembly workshop and by not investing lot of money on advertising. They rely on prime retail locations than investing in advertising to communicate with their customers. Moreover, Zara do not own any of their assembly workshops.

*The above data has been based on a real-life situation, but details have been changed for assessment purposes and may not be an accurate reflection of reported news.*

## **Requirement;**

Analyze the brand identity and strategy used by Zara for positioning and marketing the brand. Recommend any improvement to their current approach. (20 Marks)



### Question 02

- a) "No longer branding is limited to companies. Now, universities, charities and the arts use branding techniques. Branding is also applied to countries, cities, celebrities and individuals who want to 'rebrand' themselves". Explain this statement using examples. (08 Marks)
- b) Brand development in many instances is outsourced from a company to an agency. Explain the different roles in an agency relevant for brand development. (12 Marks)

### Question 03

- a) "Brand hierarchy structures can be used to group brands into families." Explain four different types of brands found within brand families (12 Marks)
- b) "Brands do not appear suddenly. They are carefully researched, planned, strategized and promoted". Explain the main stages of a brand development price. (08 Marks)

### Question 04

"Absence of trust can directly impact on a brand and its reputation". Explain this statement and discuss manners in which that brands could develop trust among its audience using examples. (20 Marks)

### Question 05

"Companies use many techniques to diversify a brand and extend its reach." Explain four such techniques using examples. (20 Marks)

### Question 06

- a) "A change of details be it a name change, or significant financial losses can impact the brand equity". Explain the impact of change in brand name to brand equity using examples. (10 Marks)
- b) "There are many reasons for value gain and loss in brand equity." Discuss the reasons for losing brand values using examples. (10 Marks)



# Colombo International Nautical and Engineering College

CINEC Campus

Faculty of Management, Humanities and Social Sciences

Department of Management and Business Studies

BMgt (Hons.) in Retail Marketing and Branding

Course CODE: BMgt 555

## Question 07

"The ability of brands to plan the future is critical to their survival". Discuss four key future trends relevant for branding. (20 Marks)

## Question 08

"There are a number of different models for measuring brand value". Explain the use of Young and Rubicam's Brand Asset Valuator (BAV) model. (20 Marks)

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



# Colombo International Nautical and Engineering College

CINEC Campus

Faculty of Management, Humanities & Social Sciences

Department of Logistics & Transport

BSc in International Transportation Management and Logistics

Course CODE: COM550



Handwritten signature and the number 01

Year 3 Semester II

REPEAT EXAMINATION

Project Management – PMGT0364

- This paper consists of EIGHT questions on SIX (06) pages.
- Answer FIVE Questions including Question 01.
- Only non-programmable calculators are allowed.
- 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
- Use MCQ answer sheet for Question 01

Date: 2019.01.13

Pass mark: 50%

Time: 03 Hours

## Question 01

USE MCQ ANSWER SHEET FOR QUESTION 01

1. Which of the following elements is NOT normally common in projects?
  - (A) Uniqueness
  - (B) No defined end points
  - (C) Uncertainty
  - (D) An objective
2. Which of the following is a direct project cost?
  - (A) Lighting and heating for the corporate office
  - (B) Workers Compensation insurance
  - (C) Piping for an irrigation project
  - (D) 1 and 2 above
3. The decision to request an increase the resources for a project is the responsibility of the:
  - (A) Functional manager
  - (B) Project manager
  - (C) Director of project management
  - (D) Customer



# Colombo International Nautical and Engineering College

CINEC Campus

Faculty of Management, Humanities & Social Sciences

Department of Logistics & Transport

BSc in International Transportation Management and Logistics

Course CODE: COM550



4. The project management process groups are:
  - (A) Initiating, planning, expediting, and control.
  - (B) Plan, organize, develop, and control.
  - (C) Plan, do, observe, commit.
  - (D) Initiating, planning, executing, monitoring & controlling, and closing
  
5. Identify the example that would NOT usually be considered a project.
  - (A) Manufacturing a car
  - (B) Developing a computer software application program
  - (C) Designing a new product
  - (D) Installing new equipment in an existing production line
  
6. The method of estimating project duration or cost by aggregating the estimates of the lower-level components of the WBS is known as:
  - (A) Alternative Analysis
  - (B) Bottom-up Estimating
  - (C) Parametric Estimating
  - (D) Three-point estimating
  
7. Who is ultimately responsible for quality management on the project?
  - (A) Project engineer
  - (B) Project manager
  - (C) Quality manager
  - (D) Team member
  
8. Functional manager and project manager have equal power in..
  - (A) Weak matrix organizational structure
  - (B) Functional organizational structure
  - (C) Strong matrix organizational structure
  - (D) Balanced matrix organizational structure
  
9. A temporary endeavor undertaken to create a new product or service is called a:
  - (A) New product development.
  - (B) Project.
  - (C) Program.
  - (D) Enterprise.
  
10. In which of the following project phases is the project schedule developed?
  - (A) Conceptual
  - (B) Planning
  - (C) Implementation
  - (D) Design



11. The WBS for the project represents:
  - (A) All the tangible items that must be delivered to the client.
  - (B) All the work that must be completed for the project.
  - (C) The work that must be performed by the project team.
  - (D) All the activities of the project.
  
12. The most common factors, which contribute to the risk of a project, are:
  - (A) Cost, schedule and scope
  - (B) Resources and liability
  - (C) A and B
  - (D) Ownership and contractors
  
13. Risk Management will only be successful if:
  - (A) A thorough scope of work document has been prepared
  - (B) The project success criteria are incorporated into specific phases
  - (C) A risk management plan is created and monitored
  - (D) Risks identified have been quantified
  
14. Project controls are used to assess:
  - (A) Schedule
  - (B) Budget
  - (C) Quality
  - (D) All of the above
  
15. Quality control is
  - (A) Ensured by use of standards like ISO
  - (B) The responsibility of every team member
  - (C) To be considered at the end of the project
  - (D) Not important in small projects
  
16. Which one of the following statements is not true?
  - (A) The functional organization is ideally suited to run projects
  - (B) In the functional organization, the entire organization is structured around logically coherent units
  - (C) Functional organizations give people the opportunity to specialize
  - (D) Project organizations can result in a duplication of work effort



17. The decision to request an increase the resources for a project is the responsibility of the:
- (A) Functional manager
  - (B) Project manager
  - (C) Director of project management
  - (D) Customer
18. What are the triple constraints?
- (A) Time, schedules, and quality
  - (B) Time, availability, and quality
  - (C) Time, money, and schedules
  - (D) Time, money, and quality
19. Projects can fail because:
- (A) The project is planned in too much detail
  - (B) The project is not monitored or controlled closely
  - (C) Stakeholder requirements are too specific
  - (D) Project risks are identified too early in the project
20. The project charter:
- (A) Is only used for large projects
  - (B) Is the approved project mission statement
  - (C) Is a detailed project plan
  - (D) Does not contain the stakeholder's responsibilities

## Question 02

Estimation or forecasting of time and cost is very important in planning of project

- (a) What are the main elements of project scope statement? Explain them  
(05 Marks)
- (b) What is project priority matrix? What does it means if the priority matrix of the Project includes; Time - Enhance , Scope - constrain and Cost - Accept  
(05 Marks)
- (c) Explain the importance of preparing the Work breakdown structure (WBS) for the project management.  
(05 Marks)
- (d) What are the common phases in a project life cycle and explain the nature of activities in those phases?  
(05 Marks)





# Colombo International Nautical and Engineering College

CINEC Campus

Faculty of Management, Humanities & Social Sciences

Department of Logistics & Transport

BSc in International Transportation Management and Logistics

Course CODE: COM550



01

## Question 03

You are the project manager for project with the following project details.

Task Name	Duration (Days)	Predecessors (FS)	Start	Finish	Early Start (ES)	Early Finish (EF)	Late Start (ES)	Late Finish (LF)	Slack (S)
A	5								
B	7	A							
C	8	A							
D	9	C, B							
E	7	C							
F	8	E							
G	6	F							
H	5	E, D							
I	6	F, H							
J	8	I, G, H							

Note - fs = finish -to -Start

- Construct an activity on node network Diagram for the above project. (04 Marks)
- Calculate the earliest start (ES), latest start (LS), earliest finish (EF) and latest finish (LF) times and total float/slack (S) for each activity. (08 Marks)
- What is the minimum project completion period, critical tasks and critical path or paths.? (04 Marks)
- Define the critical Path. (04 Marks)

## Question 04

- Explain Characteristics of Project Life Cycle. (05 Marks)
- Explain comparison of Projects Vs. Operational Work (05 Marks)
- Explain Project stakeholders with example. (05 Marks)
- Explain 'project priority Metrix' with an example. (05 Marks)

## Question 05

- List the common types of organisation structures (06 Marks)
- Compare the influence of each organisation structures on effective project management in following areas. (08 Marks)
  - Project Manager's authority
  - Resource availability for project
  - Who controls the project budget?
  - Project managers role
  - Project management administrative staff



# Colombo International Nautical and Engineering College

CINEC Campus

Faculty of Management, Humanities & Social Sciences

Department of Logistics & Transport

BSc in International Transportation Management and Logistics

Course CODE: COM550



- (c) What is staffing management plan under the Human Resource management. (06 Marks)

## Question 06

Estimating Project Time and Cost is the main feature in project planning.

- (a) What are the main types of estimating Time and Cost of projects. (05 marks)
- (b) Why Estimating Project Time and Cost are important? (05 marks)
- (c) What are the factors Influencing the Quality of Estimates? (05 marks)
- (d) What are the good guidelines you can recommend for high quality time and cost estimation? (05 marks)

## Question 07

Risk management often overlooks the projects

- (a) What is positive risk explain with example(s). (05 marks)
- (b) Explain 'identifying the risks' and 'responding risks' in a project. (05 marks)
- (c) What is Risk Breakdown Structure? (05 marks)
- (d) Explain how to prepare a probability/ impact Matrix for project with an example. (05 marks)

## Question 08

Explain any four of followings. (5\*4 Marks)

- (a) Project Life Cycle
- (b) 'Project' and 'Operation'.
- (c) Top-Down Estimates
- (d) Bottom-up Estimates
- (e) staffing management plan
- (f) Direct costs, Direct project overhead costs and General and administrative (G&A) overhead costs.

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



Colombo International Nautical and Engineering College

CINEC Campus

Faculty of Management, Humanities & Social Sciences

Department of Logistics & Transport

BSc in International Transportation Management and Logistics

Course CODE: COM550



01 Δ

Year 3 Semester II

REPEAT EXAMINATION

Project Management - PMGT0364

MCQ Answer Sheet

- Cross (x) the relevant box according to your answer

Date: 2019.01.13

Pass mark: 50%

Time: 03 Hours

Question 01

1.  A  B  C  D

2.  A  B  C  D

3.  A  B  C  D

4.  A  B  C  D

5.  A  B  C  D

6.  A  B  C  D

7.  A  B  C  D

8.  A  B  C  D

9.  A  B  C  D

10.  A  B  C  D

11.  A  B  C  D

12.  A  B  C  D

13.  A  B  C  D

14.  A  B  C  D

15.  A  B  C  D

16.  A  B  C  D

17.  A  B  C  D

18.  A  B  C  D

19.  A  B  C  D

20.  A  B  C  D

*Lebrans*

01



# Colombo International Nautical and Engineering College

CINEC Campus

Faculty of Management, Humanities and Social Sciences

Department of Management and Business Studies

B.Mgt. (Hons) in Retail Marketing and Branding

Course CODE: COM555

Year I Semester II

SEMESTER END EXAMINATION

Business Statistics – BRMB1308

- This paper consists of EIGHT (08) questions on ELEVEN (11) pages.
- Answer FIVE (05) questions including question 01.
- Only Non-programmable calculators are allowed.
- 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.
- Supporting documents are attached.

Date: 2019.01.09

Pass mark: 40%

Time: 03 Hours

## Question 01

Underline the correct answer and attached question paper to the Answer Book

(20 Marks)

- 1) Which of the following statements are true?
- I. Categorical variables are the same as qualitative variables.
  - II. Categorical variables are the same as quantitative variables.
  - III. Quantitative variables can be continuous variables.
- A. I Only
  - B. II Only
  - C. III Only
  - D. I and III
  - E. I and II



## Colombo International Nautical and Engineering College

CINEC Campus

Faculty of Management, Humanities and Social Sciences

Department of Management and Business Studies

B.Mgt. (Hons) in Retail Marketing and Branding

Course CODE: COM555

- 2) Four friends take an IQ test. Their scores are 96, 100, 106, 114. Which of the following statements is true?
- I. The mean is 103.
  - II. The mean is 104.
  - III. The median is 100.
  - IV. The median is 106.
- A. I only
  - B. II only
  - C. III only
  - D. IV only
  - E. II and III
- 3) Which of the following statements are true?
- I. The mean of a population is denoted by  $x$ .
  - II. Sample size is never bigger than population size.
  - III. The population mean is a statistic.
- A. I only.
  - B. II only.
  - C. III only.
  - D. All of the above.
  - E. II and III
- 4) A coin is tossed three times. What is the probability that it lands on heads *exactly* one time?
- A. 0.125
  - B. 0.250
  - C. 0.333
  - D. 0.375
  - E. 0.500



# Colombo International Nautical and Engineering College

CINEC Campus

Faculty of Management, Humanities and Social Sciences

Department of Management and Business Studies

B.Mgt. (Hons) in Retail Marketing and Branding

Course CODE: COM555

- 5) An bag contains 6 red marbles and 4 black marbles. Two marbles are drawn *with replacement* from the bag.  
What is the probability that both of the marbles are black?
- A. 0.16
  - B. 0.32
  - C. 0.36
  - D. 0.40
  - E. 0.60
- 6) Which of the following is a discrete random variable?
- I. The average weight of a randomly selected group of boys.
  - II. The number of students registered at CINEC in 2018
  - III. Space available in the Dean's office in square meters
- A. I only
  - B. II only
  - C. III only
  - D. I and II
  - E. II and III
- 7) A simple random sample consists of four observations: {1, 3, 5, 7}. Based on these sample observations, what is the best estimate of the standard deviation of the population?
- A. 2
  - B. 2.58
  - C. 6
  - D. 6.67
  - E. 3
- 8) A population consists of four observations: {1, 3, 5, 7}. What is the variance?
- A. 2
  - B. 4
  - C. 5
  - D. 6
  - E. 3



# Colombo International Nautical and Engineering College

CINEC Campus

Faculty of Management, Humanities and Social Sciences

Department of Management and Business Studies

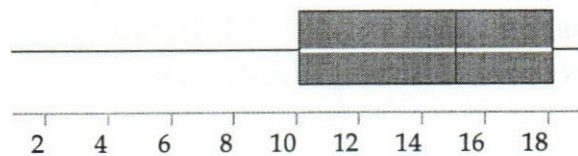
B.Mgt. (Hons) in Retail Marketing and Branding

Course CODE: COM555

9) Amal earned a score of 940 on a national IQ test. The mean test score was 850 with a standard deviation of 100. What proportion of students had a higher score than Amal? (Assume that test scores are normally distributed.)

- A. 0.10
- B. 0.81
- C. 0.18
- D. 0.82
- E. 0.90

10) Consider the boxplot below.



Which of the following statements are true?

- I. The distribution is skewed left.
- II. The interquartile range is about 8.
- III. The median is about 10.

- A. I only
- B. II only
- C. III only
- D. I and II
- E. II and III



## Colombo International Nautical and Engineering College

CINEC Campus

Faculty of Management, Humanities and Social Sciences

Department of Management and Business Studies

B.Mgt. (Hons) in Retail Marketing and Branding

Course CODE: COM555

### Question 02

Project Team of Management Undergraduates of CINEC Campus is interested in analyzing the students' satisfaction level of CINEC shuttle service.

- (a) Write TWO demographic variables useful for the above analysis  
(02 Marks)
- (b) Write FIVE variables related to the students' satisfaction of shuttle service  
(05 Marks)
- (c) Suggest a suitable data collection method for the above study. Note that final report of the study has to be handed over to the Manager Administration, on or before 30<sup>th</sup> January 2019.  
(05 Marks)
- (d) What are the challenges in the above suggested data collection method.  
(02 Marks)
- (e) Suggest the best possible graph to illustrate below cases, indicating the important aspects that should be considered when creating the graph. (Constructing exact measurements is not required, but a sketch can be drawn.)  
(06 Marks)
  - (i) Project team want to illustrate the Distribution of overall students' satisfaction level of the CINEC shuttle service
  - (ii) Project team wants to illustrate gender distribution of each shuttle (Wattala, Gampaha and Kolpetty)

### Question 03

- (a) A quality control inspector tested nine samples of each of three designs A, B and C of certain bearing for a new electrical winch. The following data are the number of hours it took for each bearing to fail when the winch motor was run continuously at maximum output, with a load on the winch equivalent to 1.9 times the intended capacity.





# Colombo International Nautical and Engineering College

CINEC Campus

Faculty of Management, Humanities and Social Sciences

Department of Management and Business Studies

B.Mgt. (Hons) in Retail Marketing and Branding

Course CODE: COM555

A:	16	16	53	15	31	17	14	30	20
B:	18	27	23	21	22	26	39	17	28
C:	31	16	42	20	18	17	16	15	19

- (i) Calculate mean, median, range and standard deviation for each group (12 Marks)
- (ii) Suggest which design is best. Justify your answer (03 Marks)
- (iii) The mean monthly salaries paid to 100 employees of the above company was USD 50,000.  
The mean monthly salaries paid to male and female employees were USD 52,000 and USD 42,000 respectively.  
Determine the number of males and females employed by the company. (05 Marks)

## Question 04

- (a) Consider the following cases and decide whether they are binomial distribution or not (04 Marks)
- (i) Transport service provider who has 06 trucks in his fleet check the availability of break problems in his fleet
- (ii) Medical Officer selects 100 children from Galle district and categorize them as Non-Anemic, Mild Anemic, Moderate anemic and Severe Anemic according to the haemoglobin level in their blood
- (b) A mobile phone manufacturer claims that defective rate of his production is 1%. These mobile phones are packed in boxes of 10. Retailer who ordered 25 such boxes, randomly selects a one box.
- (i) What is the probability that exactly one of them are defective (03 Marks)
- (ii) What is probability that exactly none of them are defective (03 Marks)
- (iii) Find the average number of defectives (02 Marks)
- (iv) What is the variance (02 Marks)
- (v) What is the probability that more than EIGHT mobile phones are at good quality? (03 Marks)



# Colombo International Nautical and Engineering College

CINEC Campus

Faculty of Management, Humanities and Social Sciences

Department of Management and Business Studies

B.Mgt. (Hons) in Retail Marketing and Branding

Course CODE: COM555

01

- (vi) If a selected box consists of more than one defective the lot will be rejected by the retailer. Find the probability that lot will be accepted. (03 Marks)

## Question 05

A new automated production process has had an average of 1.5 breakdowns per day. Because of the cost associated with a breakdown, management is concerned about the possibility of having three or more breakdowns during a day. Assume that breakdowns occur randomly that the probability of a breakdown is the same for any two time intervals of equal length, and that breakdowns in one period are independent of breakdowns in other periods.

- (a) Suggest a suitable probability distribution to model the above case (03 Marks)
- (b) Write the probability density function of the above suggested distribution (02 Marks)
- (c) What are the parameters of the above distribution (02 Marks)
- (d) What is the probability of having three or more breakdowns during a day? (04 Marks)
- (e) What is probability of having no breakdowns during a day? (04 Marks)
- (f) What is the probability of having at most 15 breakdowns in a week (Assume that firm operates FIVE days a week.) (05 Marks)



## Colombo International Nautical and Engineering College

CINEC Campus

Faculty of Management, Humanities and Social Sciences

Department of Management and Business Studies

B.Mgt. (Hons) in Retail Marketing and Branding

Course CODE: COM555

### Question 06

An average life time of LED bulbs, manufactured by the Demo Company is 300 days with a standard deviation of 50 days. Assuming that bulb life is normally distributed,

- (a) Calculate the probability that a LED bulb lasts at least 300 hours  
(04 Marks)
- (b) What is the probability that a LED bulb will last at most 365 days?  
(04 Marks)
- (c) What is the probability that a lifetime of a LED bulb is in-between 300 hrs to 400hrs  
(04 Marks)
- (d) If manufacturer is willing to claim only 5% warranty claims of his production, calculate the warranty period for the manufacturer.  
(08 Marks)

### Question 07

- (a) A box containing eight balls. Each ball is numbered and is coloured either red (R) or green (G) as shown below.  
(1R) (2R) (3R) (4R) (1G) (2G) (2G) (3G)

A ball is drawn at random from the box. The following events are defined:

$N_1 = \{\text{the drawn ball is numbered 1}\}$

$N_2 = \{\text{the drawn ball is numbered 2}\}$

$R = \{\text{the drawn ball is red}\}$

- (i) Consider each pair of events. Which pairs of events are mutually exclusive? (02 Marks)
  - (ii) Find  $P(N_2 \text{ or } R)$  (02 Marks)
  - (iii) Find  $P(N_2 \text{ and } R)$  (02 Marks)
  - (iv) Find  $P(N_2 | R)$  (04 Marks)
- (b) Consider the following information obtained from a student participated on a graduate employment survey.



# Colombo International Nautical and Engineering College

CINEC Campus

Faculty of Management, Humanities and Social Sciences

Department of Management and Business Studies

B.Mgt. (Hons) in Retail Marketing and Branding

Course CODE: COM555

- i. Gender: Male
  - ii. Ethnicity: Sinhala
  - iii. Faculty: Management
  - iv. Degree type: Logistics special degree
  - v. Class received: general Pass
  - vi. Gross monthly salary: 50000/-
  - vii. Number of jobs applied: 4
  - viii. Employment status: employed
  - ix. Employment sector: Private
  - x. Job satisfaction: Strongly satisfied
- (i) Classify the responses by the type of the variable. (Qualitative, Quantitative - discrete, Quantitative - Continuous) (05 Marks)
- (ii) Identify the measurement scale of the each variable. (05 Marks)

## Question 08

(a) Consider the stem and leaf plot given below and answer following questions.

STEM	
0	1 1 2 3 3 4 4 6 7 8 8 9
1	4 4 7
2	1 4 4 7 8
3	3 6 6 7 8 9
4	2 6 9
5	0 0 2 7 7
6	1
7	0 1 3 8 9
8	2 7 8
9	3 6 9
10	9
11	5

- (i) Comment on the symmetry of the distribution (03 Marks)
- (ii) State, with reasons, which measure of central tendency you consider more appropriate for summarizing these data (04 Marks)



# Colombo International Nautical and Engineering College

CINEC Campus

Faculty of Management, Humanities and Social Sciences

Department of Management and Business Studies

B.Mgt. (Hons) in Retail Marketing and Branding

Course CODE: COM555

- (iii) State another graphical representation which can be used to describe the data set. (03 Marks)
- (b) Write advantages and disadvantages of mean over median (03 Marks)
- (c) What is meant by relative and absolute measures of dispersion (03 Marks)
- (d) Write 03 applications of range (04 Marks)

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



# Colombo International Nautical and Engineering College

CINEC Campus

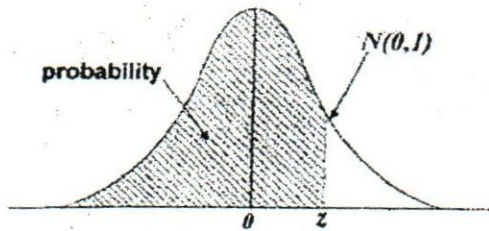
Faculty of Management, Humanities and Social Sciences

Department of Management and Business Studies

B.Mgt. (Hons) in Retail Marketing and Branding

Course CODE: COM555

## The Standardised Normal Distribution Table



The distribution tabulated is that of the normal distribution with mean **zero** and standard deviation **1**. For each value of **Z**, the standardized normal deviate, (the proportion **P**, of the distribution less than **Z**) is given. For a normal distribution with mean  $\mu$  and variance  $\sigma^2$  the proportion of the distribution less than some particular value **X** is obtained by calculating  $Z = (X - \mu) / \sigma$  and reading the proportion corresponding to this value of **Z**.

Z	P	Z	P	Z	P
-4.00	0.00003	-1.00	0.1587	1.05	0.8531
-3.50	0.00023	-0.95	0.1711	1.10	0.8643
-3.00	0.0014	-0.90	0.1841	1.15	0.8749
-2.95	0.0016	-0.85	0.1977	1.20	0.8849
-2.90	0.0019	-0.80	0.2119	1.25	0.8944
-2.85	0.0022	-0.75	0.2266	1.30	0.9032
-2.80	0.0026	-0.70	0.2420	1.35	0.9115
-2.75	0.0030	-0.65	0.2578	1.40	0.9192
-2.70	0.0035	-0.60	0.2743	1.45	0.9265
-2.65	0.0040	-0.55	0.2912	1.50	0.9332
-2.60	0.0047	-0.50	0.3085	1.55	0.9394
-2.55	0.0054	-0.45	0.3264	1.60	0.9452
-2.50	0.0062	-0.40	0.3446	1.65	0.9505
-2.45	0.0071	-0.35	0.3632	1.70	0.9554
-2.40	0.0082	-0.30	0.3821	1.75	0.9599
-2.35	0.0094	-0.25	0.4013	1.80	0.9641
-2.30	0.0107	-0.20	0.4207	1.85	0.9678
-2.25	0.0122	-0.15	0.4404	1.90	0.9713
-2.20	0.0139	-0.10	0.4602	1.95	0.9744
-2.15	0.0158	-0.05	0.4801	2.00	0.9772
-2.10	0.0179	0.00	0.5000	2.05	0.9798
-2.05	0.0202	0.05	0.5199	2.10	0.9821
-2.00	0.0228	0.10	0.5398	2.15	0.9842
-1.95	0.0256	0.15	0.5596	2.20	0.9861
-1.90	0.0287	0.20	0.5793	2.25	0.9878
-1.85	0.0322	0.25	0.5987	2.30	0.9893
-1.80	0.0359	0.30	0.6179	2.35	0.9906
-1.75	0.0401	0.35	0.6368	2.40	0.9918
-1.70	0.0446	0.40	0.6554	2.45	0.9929
-1.65	0.0495	0.45	0.6736	2.50	0.9938
-1.60	0.0548	0.50	0.6915	2.55	0.9946
-1.55	0.0606	0.55	0.7088	2.60	0.9953
-1.50	0.0668	0.60	0.7257	2.65	0.9960
-1.45	0.0735	0.65	0.7422	2.70	0.9965
-1.40	0.0808	0.70	0.7580	2.75	0.9970
-1.35	0.0885	0.75	0.7734	2.80	0.9974
-1.30	0.0968	0.80	0.7881	2.85	0.9978
-1.25	0.1056	0.85	0.8023	2.90	0.9981
-1.20	0.1151	0.90	0.8159	2.95	0.9984
-1.15	0.1251	0.95	0.8289	3.00	0.9986
-1.10	0.1357	1.00	0.8413	3.50	0.99977
-1.05	0.1469			4.00	0.99997



Year I Semester II  
SEMESTER END EXAMINATION  
Business Communication - BRMB 1307

- This paper consists of FIVE questions on ELEVEN (11) pages.
- Answer ALL Questions.
- 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: 2019.01.07

Pass mark: 40%

Time: 03 Hours

**Question 01:**

**Read the following article about the power of feedback and answer the given questions.**

**The Power of Feedback**

Feedback is information provided by an agent (e.g., teacher, peer, book, parent, experience) regarding aspects of one's performance or understanding. It occurs typically after instruction that seeks to provide knowledge and skills or to develop particular attitudes. The model proposed in this article identifies three major feedback questions: Where am I going? How am I going? and Where to next? The answers to these questions enhance learning when there is a discrepancy between what is understood and what is aimed to be understood.

It can increase effort, motivation, or engagement to reduce this discrepancy, and/or it can increase cue searching and task processes that lead to understanding (thus reducing this discrepancy). Feedback is among the most critical influences on student learning. A major aim of the educative process is to assist in identifying these gaps ("How am I going?" relative to "Where am I going?") and to provide remediation in the form of alternative or other steps ("Where to next?"). The model discriminates between four levels of feedback: the task, the processing, the regulatory, and the self-levels.

The three feedback questions are certainly not linearly interpreted or implemented, and the boundaries between them are fuzzy. Although it is important to know about goals, learning experiences do not necessarily begin by asking "What are the goals?" because these can be discovered (usually in more specific ways) as we undertake particular tasks. Goals can be



# Colombo International Nautical and Engineering College

CINEC Campus

Faculty of Management, Humanities and Social Sciences

Department of Management and Business Studies

BMgt (Hons.) in Retail Marketing and Branding

Course CODE: BMgt 555

many and sometimes competing, and much of the learning that accrues can lead to creating options to achieve the goals, weighing the pros and cons of options, considering the likelihood that a given course of action will lead to the goals, and learning about and evaluating the consequences of achieving the goals. Thus, goals may be constantly at issue, and the feedback about "How am I going?" can help in these evolving goal-related considerations.

Similarly, the answer to "Where to next?" may be nowhere, if the goal is unchanging, the "outcome" is further engagement with the same or similar tasks, or the student believes that the answer is "wherever the teacher tells me to go." Such reactions typically indicate low self-regulation or overly dominant classroom regimes. The answer to "Where to next?" needs to be more directed to the refinement and seeking of more challenging goals, because these have the highest likelihood of leading to greater achievement.

It should be clear that providing and receiving feedback requires much skill by students and teachers. The model advanced in this article does not merely invoke a stimulus-and-response routine but requires high proficiency in developing a classroom climate, the ability to deal with the complexities of multiple judgments, and deep understandings of the subject matter to be ready to provide feedback about tasks or the relationships between ideas, willingness to encourage self-regulation, and having exquisite timing to provide feedback before frustration takes over. To be able to devote time and thoughts to feedback is aided when teachers automate many other tasks in the classroom and provide rich learning opportunities for all students and thus have the time and resources to be responsive to feedback.

*[For summarizing]* Students construct their worlds of learning and classrooms, and it is a major argument of this article that it is crucial for teachers to understand and appreciate that providing feedback is only a part of the equation. Similarly, some tasks more than others can lead to more effective feedback by teachers, students, or both. Learning can be enhanced to the degree that students share the challenging goals of learning, adopt self-assessment and evaluation strategies, and develop error detection procedures and heightened self-efficacy to tackle more challenging tasks leading to mastery and understanding of lessons. Feedback, however, is not "the answer"; rather, it is but one powerful answer. With inefficient learners, it is better for a teacher to provide elaborations through instruction than to provide feedback on poorly understood concepts. If feedback is directed at the right level, it can assist students to comprehend, engage, or develop effective strategies to process the information intended to be learned. To be effective, feedback needs to be clear, purposeful, meaningful, and compatible with students' prior knowledge and to





provide logical connections.

[For summarizing] It is important to note, however, that under particular circumstances, instruction is more effective than feedback. Feedback can only build on something; it is of little use when there is no initial learning or surface information. Feedback is what happens second, is one of the most powerful influences on learning, too rarely occurs, and needs to be more fully researched by qualitatively and quantitatively investigating how feedback works in the classroom and learning process.

Write whether the following statements are true or false.

(10 Marks)

- (a) Feedback questions help when there is a difference between objectives and understanding of students. ....
- (b) Feedback can decrease the gap between the level of understanding and the expected outcomes. ....
- (c) The limits of the three feedback questions given in the above paragraph are not quite clear. ....
- (d) The consideration of advantages and disadvantages of options and the question 'How am I going?' can help the issues related to goals. ....
- (e) The feedback to question 'where to next?' can direct to more achievement provided that goal is unchanging. ....

Find similar words from the passage for the following words.

(05 Marks)

- (f) Information provided on quality of something - .....
- (g) Difference or gap - .....
- (h) Very important - .....
- (i) Plans to achieve something - .....
- (j) Understand something fully - .....



# Colombo International Nautical and Engineering College

CINEC Campus

Faculty of Management, Humanities and Social Sciences

Department of Management and Business Studies

BMgt (Hons.) in Retail Marketing and Branding

Course CODE: BMgt 555

Write a summary of the last two paragraphs in the above article using less than 50 words.  
Do not exceed the word limit. (05 Marks)

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

## Question 02

(i). a. List 4 characteristics of business letter writing

.....  
.....

b. Briefly explain two principles of effective business correspondence.

.....  
.....  
.....  
.....

c. Substitute better words for the following stuffy and pompous phrases.

- Due to the fact that - .....
- With the possible exception of - .....
- In spite of the fact that - .....
- In the majority of situations - .....



# Colombo International Nautical and Engineering College

CINEC Campus

Faculty of Management, Humanities and Social Sciences

Department of Management and Business Studies

BMgt (Hons.) in Retail Marketing and Branding

Course CODE: BMgt 555

d. What type of letter should you write to get information of a product -  
.....

e. Are the following sentences true or false.

- Giving more information is a feature of business letters.  
.....

- Get to the point as quickly as possible in business letters.  
.....

(10 Marks)

(ii). Imagine you are the CEO of a large scale garment factory. You have decided to export your garments to PLATOON Fashion Store in USA. Write a letter to the Managing Director of the above Fashion Store including the following details:

- a brief introduction of the garment factory
- the range of products
- assure quality
- request for an appointment

Use about 100 words

(10 Marks)

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



# Colombo International Nautical and Engineering College

CINEC Campus

Faculty of Management, Humanities and Social Sciences

Department of Management and Business Studies

BMgt (Hons.) in Retail Marketing and Branding

Course CODE: BMgt 555

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

## Question 03

(i). a. What is a profile? .....

.....

.....

b. Explain briefly two features of a covering letter.

.....

.....

.....

.....

c. What do you call curriculum vitae in American English?

.....



d. Why do companies sometimes request referees/ references?

.....  
.....

e. Rewrite correcting the following phrases.

Look forward to hear from you - .....

Your's sincerely - .....

(10 Marks)

(ii). You saw the following advertisement in the newspaper. Write a suitable covering letter to be sent along with the cv. (Do not write a cv)

(10 Marks)

**Vacancy - Junior Inventory Executives**

We, Eurosol Group are one of the largest consumer goods design, product development and sourcing, virtual manufacturing and distribution business partner. We work with leading global retailers and brands and specialize in delivering world class products at competitive prices. We provide complete sourcing solutions to our global customers managing each step in the global supply chain process for major retailers and brands.

Due to the expansion of business activities the above vacancies exist in our Malabe office at Millennium Drive.

**Qualifications and experience**

- Fully or partly qualified in the relevant field/ a degree would be an added advantage
- Excellent analytical thinking, data collection, problem structuring and solving skills
- Experience in handling annual stock verifications

An attractive remuneration package will be offered to the right candidate.

Please write to: HR Manager  
Eurosol Group, Millennium Drive  
Malabe



# Colombo International Nautical and Engineering College

CINEC Campus

Faculty of Management, Humanities and Social Sciences

Department of Management and Business Studies

BMgt (Hons.) in Retail Marketing and Branding

Course CODE: BMgt 555

## Question 04

- (a) Explain the difference between skimming and scanning in reading. (05 Marks)

.....

.....

.....

.....

.....

.....

.....

.....

- (b) Read the following extracts and answer the questions given. (10 Marks)

- (i). Interest will be charged if full payment is not made on the due date or if part of minimum payment is made before, on or after due date or full payment is made after the due date.

A customer's minimum payment Rs.24, 578.00 is due on 25<sup>th</sup> January 2019, he deposits Rs.10 000.00 on 19<sup>th</sup> January, Rs.14 500.00 on 25<sup>th</sup> January and Rs.15 000.00 on 26<sup>th</sup> January. Will he be charged interest? .....

- (ii). An estimated 90 percent of all marine life is concentrated about continental shelves which represent only 10 percent of the total ocean area.

What is the percentage of marine life beyond continental shelves? .....

- (iii). The World Conservation Strategy (1980) argued that had stocks not been damaged by overfishing, world yields in 1980 would have been 15 to 20 million tonnes higher.

If there was no overfishing and the world yields in 1979 were 7985 tonnes, what would have been the yields in 1980? .....

- (iv). As I need an iron on a daily basis and it was not clear how long a repair would take, the option for repair was unsatisfactory.



# Colombo International Nautical and Engineering College

CINEC Campus

Faculty of Management, Humanities and Social Sciences

Department of Management and Business Studies

BMgt (Hons.) in Retail Marketing and Branding

Course CODE: BMgt 555

02

Why was the option of repair unsatisfactory? Because .....

.....

- (v). At the beginning of the period the proportion of expenditure on food was more than three times as high as that in all the other categories representing more than thirty percent of household expenditure.

According to above description which one of the following categories - housing, clothing, transport, fuel and food- represented more than thirty percent of household expenditure? .....

- (c) Read the following short passage and underline the two sentences that are correct according to the paragraph. (05 Marks)

To be successful, a company should have a portfolio of products with different growth rates and different market shares. The portfolio composition is a function of the balance between cash flows. High growth products require cash inputs to grow. Low growth products should generate excess cash. Both kinds are needed simultaneously.

**Underline the two sentences which are correct.**

- (i). A company with a wider portfolio of products is most likely to fail in the long run.
- (ii). A range of products with different growth rates and different market shares is a sound marketing strategy.
- (iii). The products that should generate surplus cash is high growth products.
- (iv). Provided there is more and more investment, the high growth products will steadily flourish.



# Colombo International Nautical and Engineering College

CINEC Campus

Faculty of Management, Humanities and Social Sciences

Department of Management and Business Studies

BMgt (Hons.) in Retail Marketing and Branding

Course CODE: BMgt 555

## Question 05

- (a) Read the following answers given by an interviewee at an interview and form the interviewer's questions. Look at the example. (10 Marks)

**Example:** Interviewer : *What were your duties there?*

Interviewee : Well, basically I did everything from taking calls to responding to emails and maintaining the website.

Interviewer : (i) .....

Interviewee : I'm Rohan from Kandy. I had my education at Kingswood and graduated from University of Peradeniya. I worked as a merchandiser for a short time.

Interviewer : (ii)..... ?

Interviewee : As a merchandiser, I collaborated with suppliers, manufacturers and the stores to ensure proper execution of plans.

Interviewer : (iii)..... ?

Interviewee : I came to know about your company when I was surfing the Net looking for merchandising companies.

Interviewer : (iv)..... ?

Interviewee : My goal in the future is to specialize in merchandising and retail marketing.

Interviewer : (v)..... ?

Interviewee : I decided to join your company because this one of the leading companies in the country and there are better prospects for the employees.





Colombo International Nautical and Engineering College

CINEC Campus

Faculty of Management, Humanities and Social Sciences

Department of Management and Business Studies

BMgt (Hons.) in Retail Marketing and Branding

Course CODE: BMgt 555

(b). Write five sentences to bring out the meaning of five of the following terms. Do not use pronouns in sentences. (2 x 5 = 10 Marks)

- matrix      growth      decline      represent      bankrupt
- quadrant      annul      expire      resume      referee

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

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



Year I Semester II  
SEMESTER END EXAMINATION  
Fundamentals of Retailing - BRMB 1309

- This paper consists of EIGHT (08) questions on THREE (03) pages.
- Answer FIVE (05) 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: 2019.01.11

Pass mark: 40%

Time: 03 Hours

**Question 01: (Compulsory)**

Retailing is a global high-tech industry that plays a major role in the global economy. However, many experts believe that customer service is one of retailing's most important issues.

- (a) Define what retail management is (05 Marks)
- (b) Explain the significance of customer service in the retailer's business in the modern context of the business (10 Marks)
- (c) List five functions carried out by the retailers (05 Marks)

**Question 02**

- (a) Explain the benefits of multichannel retailing (10 Marks)
- (b) Write short notes on following (10 Marks)
  - Department stores
  - Multiple retail stores
  - Independent traders
  - Discount stores
  - Mail order

**Question 03**

The Ansoff Matrix is a strategic planning tool that provides a framework to help executives, senior managers, and marketers devise strategies for future growth.

Explain the application of the ANSOFF Matrix to a suitable retail business supported by an example. (20 Marks)



# Colombo International Nautical and Engineering College

CINEC Campus

Faculty of Management, Humanities and Social Sciences

Department of Management and Business Studies

BMgt (Hons.) in Retail Marketing and Branding

Course CODE: BMgt 555

## Question 04

- (a) List down five benefits of digital signage (05 Marks)
- (b) What are the elements in the retail communication mix (05 Marks)
- (c) Explain the stages of the life cycle that a retail business would flow through (05 Marks)
- (d) Explain what the different retail store layouts a retailer can apply (05 Marks)

## Question 05

Retail location plays a vital role in the success factors of a retail business. Do you agree? Justify your statement. (20 Marks)

## Question 06

Although human resource management plays a vital role in supporting retail strategy HR managers face many interesting challenges.

- (a) List down the activities of HRM in a retail business (05 Marks)
- (b) Discuss the significance of adapting best HRM practices in a retail business (10 Marks)
- (c) What are the activities a retailer can perform to motivate its employees? (05 Marks)

## Question 07

Customer-relationship management is an approach to manage a company's interaction with current and potential customers. It uses data analysis about customers' history with a company to improve business relationships with customers, specifically focusing on customer retention and ultimately driving sales growth.

Explain the importance of customer relationship management and discuss the elements of a retail loyalty program with examples. (20 Marks)



**Question 08**

- (a) How do you induce the value of your business while reducing the cost? Come up with an innovative value chain approach which benefit a given retail business. Describe your answer with the support of examples (05 Marks)
- (b) It is important not only to build the system right, but also to maintain it by continual use and re-education of personnel on its purpose and benefits. Since everything is changing in the business environment, a balanced scorecard program is never done. It is an ongoing journey. Therefore, the key is to maintain strategic alignment to mission and vision and desired long-term strategic results. These are unlikely to change much, and they provide a "pivot" around which everything else revolves. How can we ensure that our balanced scorecard system is maintained in the long term? (05 Marks)
- (c) The balance sheet displays the company's total assets, and how these assets are financed, through either debt or equity. It can also sometimes be referred to as a statement of net worth, or a statement of financial position. Explain the significance of the Balance Sheet when making managerial decisions (Provide your answers with Contextual examples)? (05 Marks)
- (d) "Income statement is more than enough to make better business decisions" Do you agree with this statement? Justify your answer (05 Marks)

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