

THE OPEN UNIVERSITY OF SRI LANKA  
MASTER OF BUSINESS ADMINISTRATION IN HUMAN RESOURCE  
MANAGEMENT  
FINAL EXAMINATION – 2019  
MARKETING MANAGEMENT – MSP 9331/MCP 2131  
DURATION – THREE (03) HOURS



DATE: 01.12..2019

TIME: 1.30 p.m to 4.30 p.m

**INSTRUCTIONS**

Answer question **NUMBER ONE (01)** and **THREE (03)** other questions.  
Please write legibly.  
Cite examples in the discussion.

**QUESTION NO. 01:**

Read the following case and answer the questions given at the end.

**Tesco CRM Case Study**

Tesco is the second largest retailer in the world measured by profits, and the third largest measured by revenue. Not only does it have stores in 14 countries across Asia, Europe, and North America, but it's also the grocery market leader in the UK, Malaysia, the Republic of Ireland, and Thailand.

Although their success can mostly be attributed to their competitive pricing, comprehensive product and service range, affiliated programs, and global accessibility, their aggressive marketing and CRM strategies have played a central role in helping them retain their competitive advantage and large market share.

**The Tesco Loyalty Card / Club Card Scheme**

- One of the world's most successful loyalty schemes
- Partners with other companies such as gas, hotel and car hire facilities thus giving users more opportunities to earn points
- Different schemes for different family members: Tesco Kids Club, Tesco Baby and Toddler Club, Tesco Healthy Living Club, World of Wine Club
- Allows for targeted communication, thus, there are over four million variations of its quarterly mailing to ensure that discounts and offers are tailored specifically for the customer
- Insights gained from the analysis of shopping patterns were able to be actioned into marketing and retail programs which encouraged customer satisfaction and loyalty to Tesco.

**Comment Cards**

Customer Question Time sessions are held twice each year, where 12,000 customers participate. This enables Tesco to gather more data on customer views on product, price, quality, service, and community involvement

## Product Offerings and Ranges

Using data gathered from Clubcard and comment cards, Tesco have been able to create a variety of product ranges to suit different target groups, such as:

- Healthy Living: Over 400 products which are low in fat and sodium
- Free From: Produced for people who have food allergies or dietary requirements
- Special Healthy Kids Snacks: A dedicated range of kids food products that are high in fibre, fruit and vegetables

Source: Rob Binns ,Available at: <https://www.expertmarket.co.uk/crm-systems/tesco-crm-case-study>

- a) How would you justify the resources and the efforts of Tesco towards strengthening the loyalty of their customers ? Explain. (20 Marks)
- b) Do you think it is important to offer different products to different target groups in strengthening the Customer Relationship Marketing orientation of their customers ? Discuss with logical arguments.

(20 Marks)  
(Total Marks 40)

### QUESTION NO. 02:

- a) Explain what is customer-profitability focused marketing? (10 Marks)
- b) Discuss the benefits of customer-profitability focused marketing to a marketer.

(10 Marks)  
(Total Marks 20)

### QUESTION NO. 03:

Write short notes on the following:

- a) Permission Marketing- Marketing Myopia
- b) Consumer as a cognitive man
- c) Undifferentiated marketing
- d) Value based pricing

(05 Marks each)

### QUESTION NO. 04:

“Deciding on the communication objectives is an important step in developing an effective communication strategy”.

Discuss the above statement with examples.

(20 Marks)

### QUESTION NO. 05:

Critically evaluate the importance of “Extended Marketing Mix” for services.

(20 Marks)

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