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THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF MANAGEMENT STUDIES

BMSHONS IN MARKETING MANAGEMENT

MMU5303 – MODERN TRADE
CONTINUOUS ASSESSMENT TEST – 2024 / 2025
DURATION – TWO (02) HOURS

DATE:28th August 2025 *TIME: 9.30 A.M. – 11.30 A. M.*

INSTRUCTIONS:

- **Answer Question 01 and Any Other Two (02) questions.**
- **All questions carry equal marks.**
- **Start each question on a new page.**

01. Read the Case Scenario given below and answer the questions.

Mohan Green retail store has launched a zero-waste, plastic-free initiative, encouraging customers to adopt more sustainable consumption habits. The store mainly offers fast-moving consumer goods sourced from its suppliers. In addition to that, the store also makes available in-house produced soaps, dishwashing liquids, detergents, and candles. To further strengthen its sustainability initiatives, the store is conducting several activities, including:

- Build internal capabilities with specialized training in circular economy practices: searching innovative ways to design environmentally friendly in-house manufactured products & packaging.
- Partner with sustainable product suppliers and manufacturers.
- Partner with multinational companies to initiate recycling programmes, introduce refillable personal care items, and reusable silicone storage solutions.
- Promote "Deliver Zero" reusable takeout containers.
- Community engagement through supply chain activities.

These initiatives boosted the store's market share by 2% last month. However, the business continues to face the challenge of changing deeply rooted consumer habits while competing against mass retailers who are now entering the sustainability market. Additionally, the store owner mentioned that encouragement from industry experts has boosted his confidence in the sustainability focus. The sustainability initiatives of the store will help Mohan Green Retail to compete with leading retailers in the market.

a) Assume that you are a regular customer of Mohan Green Retail Store. Discuss how the store's sustainability initiatives influence your buying behaviour. (20 Marks)

b) Propose and explain two strategies that Mohan Green Retail can adopt to address the challenges they face in implementing sustainable practices. (10 Marks)

c) Using examples from the given scenario, critically analyze the sustainability practices implemented in modern retail stores in Sri Lanka. (20 Marks)

(Total 50 Marks)

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2. a) Briefly explain the differences between "modern trade" and "traditional trade". (05 Marks)

b) Discuss four key reasons that highlight the importance of product placement in modern trade with appropriate examples. (20 Marks)

(25 Marks)

3. a) Explain the concept of "Category Management" in Modern Trade. (05 Marks)

b) Discuss four types of consumers - centric category segmentation, providing relevant examples for each. (20 Marks)

(25 Marks)

4. Discuss the significance of the value chain theory for an apparel retail store that sources products from multiple suppliers. **(25 Marks)**

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