THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF MANAGEMENT STUDIES
BMSHONS IN MARKETING MANAGEMENT
MMU4402 MARKETING OPERATIONS
FINAL EXAMINATION – 2024/ 2025
DURATION – THREE (03) HOURS

DATE: 06th JANUARY 2026 ***TIME: 09.30 am – 12.30 pm***

INSTRUCTIONS:

- **Answer Question 01 and Two (02) other questions.**

1. Randi watched a YouTube live programme by *Ransavi Fashion*, a popular clothing store with branches in Colombo, Kandy, and Kurunegala. During the programme, the Ransavi Fashion strongly emphasized quality of its products, reasonable prices and sustainability efforts, including the promotion of green products and eco-friendly packaging. Randi was inspired by the YouTube live programme's presentation. Instead of ordering online, she decided to visit the Colombo store to purchase clothing items and accessories for her sister's wedding. Randi visited place with her friend and when they entered the store, the security officer at the entrance opened the door, greeted him warmly, and directed them to the upper floor. Randi noticed the sustainability efforts made by Ransavi Fashion as soon as she entered the store. She observed that the use of plastic had been minimized and that some waste materials had been creatively reused as décor. However, the way she was treated by the staff of Ransavi on the first floor diminished her positive impression. They did not acknowledge her presence and continued chatting among themselves while Randi was walking through different sections searching for a saree. She approached a sales assistant for help, but the assistant gave a short, uninterested response to the questions and pointed to a section. While she was searching for a saree, another sales assistant approached her and asked whether she was going to purchase the saree she had taken to try on. When Randi replied that she had not yet decided, the assistant, in an unfriendly manner, informed her that another customer was interested in the same item. Feeling disappointed, Randi asked her friend to visit another store, as she was not satisfied with the customer service. Moreover, she and her friend left without purchasing anything. However, her friend said that the staff in the kids' section warmly welcomed her and helped her to select some accessories and clothes. Randi shared her experience as a comment during the YouTube Live programme hosted by the owner of Ransavi Fashion to raise awareness about such incidents.

a) Explain the importance of managing the first impressions using examples from the given scenario. (10 Marks)

b) Explain the "Moment of Truth" concept with the positive and negative moments of truth experienced by Randi. Make suggestions to improve customer experience. (25 Marks)

c) Due to the recent flood, it is observed that the stock imported by Ransavi Fashion for the New Year is not selling as quickly as expected. Explain the various costs associated with the inventory at Ransavi Fashion. (15 Marks)

(Total 50 Marks)

2. Explain Four Key Competitive Dimensions of operations of a manufacturing business with real-world examples. (25 Marks)

3. "Today, consumers are becoming more informed and demanding greater transparency. Hence, claiming to be 'green' is no longer sufficient for businesses". Explain how the Triple Bottom Line (TBL) framework can be used to develop a sustainable supply chain for a supermarket chain. (25 Marks)

4. Using suitable examples, explain how effective supply chain management can help a business to reduce costs and enhance customer service. (25 Marks)

(Total 100 Marks)

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