

**Eastern University, Sri Lanka**

**Faculty of Commerce & Management**

**Final Year First Semester Examination in Bachelor of Business Administration**

**Specialization in Marketing 2008/ 09 (Proper)**

**MKT 4153 – Management of Customer Service**

**Answer all Questions**

**Time: Three Hours**

Q1.

**The pleasure Food Restaurant Group**

As the name of the company suggests, the pleasure food group operates a collection of fast food restaurants located principally in town and city centers, shopping malls, leisure complexes and airports. The group has expanded from a single cafe/ bar opened by the pleasure food company's owner about 30 years ago; it now has 75 units, some run directly by pleasure food's personnel, and some operated by franchisees.

The pleasure food strategy has been founded on organic growth, but it is now contemplating more rapid expansion, if promising lines of development can be found. Some of the major alternatives include: diversification in to food 'manufacturing', industrial catering (i.e. restaurants inside office building for corporate employees), and the creation of branded food products for sale through supermarkets, and entry into overseas markets.

Each of the pleasure food restaurants is built to a common standard and is intended to provide identical meals and service. Head office supplies detailed instructions about every aspect of the pleasure food operation, including portion control, cleanliness and hygiene, the appearance of the staff, the words and phrases used when communicating with customers, and price/product standardization.

Currently, pleasure food's principal customer segments are teenagers, shoppers, and families with children. It has around 30 percent of its chosen market place, its major competitors being McDonalds, Burger King, and a couple of major pizza companies; the remainder of the competition is occupied by very small local companies.

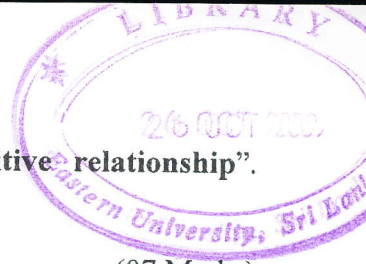
The pleasure food group is a well managed and successful company. It is good shape financially. However, the board consists entirely of people who have spent their careers with pleasure food, and board meetings are dominated by the presence of the company's owner.

### Question

You are a consultant who has been engaged by pleasure food's marketing director in order to offer the company some guidance about the optimal direction which it should pleasure in the future. Produce a report initially aimed at the marketing director but ultimately intended for distribution to the board, in which you respond to each of the issues raised by the marketing director in her brief, as follows

1. What are the major trends in customer segmentation and customer dynamics which could affect the pleasure food group's business in the foreseeable future?  
(8 Marks)
  2. Assuming that one of the options facing the pleasure food group is expansion into overseas markets, what are the factors which should be evaluated before such an option is actively pursued?  
(10 Marks)
  3. How could the pleasure food group create competitive advantages for itself against the major threat presented by McDonalds?  
(10 Marks)
- (Total 28 Marks)

- Q2 a) Briefly explain the differences between **customer** and **consumer** with suitable examples.  
(06 Marks)
- b) Briefly explain the key characteristics of good customer service.  
(05 Marks)



- c) “**Good customer service is essential to build a positive relationship**”.

Elaborate on this statement.

(07 Marks)

( Total 18 marks)

- Q3. a) Define the term “**customer satisfaction**” and identify its roles in buying process.

(06 Marks)

- b) How do leading companies organize to produce and deliver high **customer value**?

(05 Marks)

- c) What are the biggest **customer service challenges**? explain

(07 Marks)

(Total 18 Marks)

- Q4 a) Briefly describe **industrial customers**.

(06 Marks)

- b) What are the reasons for **customer care systems** in some times to be failure?

(05 Marks)

- c) What trend are you seeing in **customer service** today?

(07 Marks)

(Total 18 Marks)

- Q5. a) Identify the importance of **after sales service** in consumer and industrial market.

(06 Marks)

- b) Briefly explain the importance of effective **internal marketing** and **internal communications** to the success of the organization.

(07 Marks)

- c) “**Demography** influences can affect buying behaviour in a number of ways”

Discuss.

(05 Marks)

(Total 18 marks)