



MBA & MBA (Finance) II Semester Regular Examinations June/July 2018

MARKETING MANAGEMENT

(For students admitted in 2017 only)

Time: 3 hours

Max. Marks: 60

SECTION – A

(Answer the following: (05 X 10 = 50 Marks))

- 1 Explain in brief the product life cycle and its importance.
OR
- 2 Describe the process of conducting marketing research and also state the need for conducting marketing research.
- 3 What are the various strategies used for entering into global markets? Explain briefly.
OR
- 4 What is market segmentation? Explain its need and the various ways in which markets can be segmented.
- 5 Explain the process of introducing new products into the markets.
OR
- 6 What are the various personal communication channels? How are they superior to mass communication channels? Explain.
- 7 Explain various methods used in training and development.
OR
- 8 Write briefly about performance appraisal and various methods used for performance appraisal.
- 9 Explain the need for work-life balance and how it can be achieved.
OR
- 10 What is total quality management and how can it be achieved?

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**

Ya Kun Coffee & Toast in Yangon

Coffee is a favorite beverage of people around the world. Myanmar consumers prefer too to drink coffee as a staple beverage for many years. Coffee is drunk at home or at café (also known as tea shop in Myanmar.) Sipping coffee or tea and chatting with friends at tea shops is a habit for many Myanmar people, young and old.

Traditional tea shops that sell both tea and coffee are present everywhere in Myanmar. In these days, as the country has opened her door and a lot of foreigners are visiting Myanmar, modern cafés are also established in major cities and towns. In parallel with the increasing number of modern cafes, coffee plantation in Myanmar has been increased and different sorts of coffee are being offered in retail outlets. Coffees sold in outlets are both gourmet coffee and instant coffee like 3-in-1.

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One of the cafés in Myanmar which are in origin of a foreign country or in international chain is Ya Kun Coffee & Toast. Ya Kun is Singaporean chain of mass-market, retro-ambience cafes selling toast products (notably Kaya toast), soft-boiled eggs and coffee. Founded by Loi Ah Koon in 1944, Ya Kun remained a small family-run stall for decades, but have expanded rapidly since Loh's youngest son headed the business in 1999. They have 70 over outlets, mostly franchised, across seven countries (China, Indonesia, Japan, Myanmar, South Korea, Taiwan and Philippines) and are a Singaporean cultural icon, known for their traditional brand identity and conservative, people-centric corporate culture.

Ya Kun opened its first coffee outlet in Myanmar in FMI centre near to the popular *Bogyoke Aung San market*. Recently, the 5th outlet was opened in Myanmar Plaza. The foods and drinks offered in Ya Kun are in Singapore and Malaysian style, with high hygiene standards, but with affordable and reasonable prices. The shops are expected to be popular in Yangon and gaining increasingly the brand awareness and high scores of customer satisfaction.

Questions:

Suppose you are the marketing director of the Ya Kun Coffee & Toast in Myanmar.

- What will be your growth strategies to be pursued in Yangon? (Present details about the strategy and the rationale behind the strategy)?
- What is your approach to develop customer-driven strategies? (State market segments, the target market and the positioning strategy)?
- What is your marketing programme for a specific market segment? (State the selected target market and present in details the marketing elements in the programme.)

