



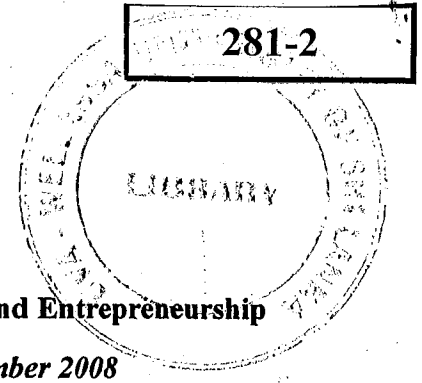
**Uva Wellassa University**

**Faculty of Management**

**Degree of Bachelor of Business Management and Entrepreneurship**

*Year 2 Semester I Examination - December 2008*

EMG 281-2 Dealing Customers through Marketing

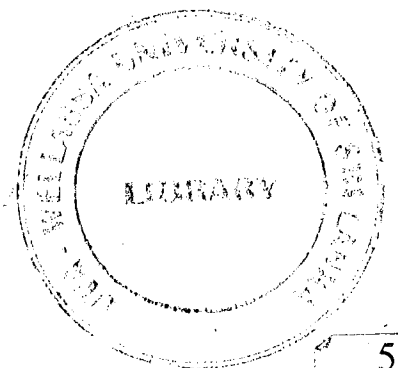


**1) Read the following case and answer the questions.**

“McDonald’s is clearly the most successful fast-food brand in the world, with annual sales around \$30 billion. It dominates most markets by providing customers with consistent product quality and services-but not in Philippines. Jollibee Foods Corp. is a family-owned chain with about P6.1 billion annual sales. It has captured 52% of the Philippines market (compared with 16% for McDonald’s).

Jollibee understands and meets the needs of the local market. The food is similar to what “ a Filipino mother would cook at home.” Jollibee charges prices from 5% to 10% lower than McDonald’s. This combination gives customers real value. Jollibee also uses some marketing approaches that have been borrowed from McDonald’s. It works hard to attract kids by targeting ads to children and providing in-store play facilities. The company locates restaurants in prime spots often surrounding a McDonald’s outlet. Jollibee maintains high standards for fast service and cleanliness.

The company is trying to duplicate its success in the Philippines in other international markets. It currently has restaurants in 10 countries- even in the US. The company now serves over one million Filipinos a day at its restaurants. The basic marketing strategy for all of its restaurants is based on a superior menu lineup, creative marketing programs, efficient manufacturing and logistics facilities and cheerful and friendly service. The company is highly respected by the Filipino people.”



- i. Why do you think McDonald's has not been more successful against Jollibee in the Philippines?
- ii. What would you recommend McDonald's do to increase its market share in the Philippines?
- iii. What marketing strategy would you recommend to Jollibee for successful operations in U.S. market?

**(20 Marks)**

**2)**

- i. Discuss the major strengths and weaknesses of the various research contact methods.
- ii. Distinguish convenience, shopping, and specialty products.

**(15 Marks)**

**3)**

- i. Distinguish the differences between a company that follows the selling concept and a company that follows the marketing concept?
- ii. Discuss the differences between business markets and consumer markets?

**(15 Marks)**

**4)**

- i. Describe the major steps of the consumer decision process.
- ii. Discuss the five adopter groups that have been identified.
- iii. List the five characteristics that are important in influencing an innovation's rate of adoption.

**(15Marks)**

**Part C**

**Answer four questions including question number one**

1.
  - 1.1) Briefly explain the key elements of a Job Description? (10 Marks)
  - 1.2) Compare briefly the major types of employment interviews methods. Which type would you prefer to conduct? Why? (10 Marks)
2. Write a note describes the relationships among Training and Development to the other HRM Functions? (10 Marks)
3. Write two conditions for successful Collective Bargaining and briefly explain advantages of Collective Bargaining? (10 Marks)
4. Explain how Performance Appraisal will help in development and administrative purposes in an organization? (10 Marks)
5. What are the internal and external factors affecting the Wage Mix? (10 Marks)

