



Dear respondents

I am doing a research to conduct the study of MPT's Marketing Strategy in Myanmar at Siam University. This paper aims to determine the study of MPT's Marketing Strategy how it has an impact on its telecom market. This questionnaire is a part of this study so your answer is helpful for my research.

Thank you for your responding for my research it will be contributed in my academic study.

Thankfully

Mr. MIN THU YA

Researcher

Part (I)

I. General Background Information

1. Gender

Male

Female

2. Age

18 – 25 26 – 31 32 – 42 43 – 50 Over 50

3. Marital Status

Single Married

4. Education background

Primary School High School Bachelor Master

Doctor

5. Present Occupation

Student Government Staff Company Staff

Own Business Other

Part. II

Product

6. How would you rate a grade for MPT's services?

- | | |
|--------------|--------------------------|
| I. Excellent | <input type="checkbox"/> |
| II. Good | <input type="checkbox"/> |
| III. Neither | <input type="checkbox"/> |
| IV. Bad | <input type="checkbox"/> |
| V. Worse | <input type="checkbox"/> |

7. What do you think that MPT's product quality?

- | | |
|--------------|--------------------------|
| I. Excellent | <input type="checkbox"/> |
| II. Good | <input type="checkbox"/> |
| III. Neither | <input type="checkbox"/> |
| IV. Bad | <input type="checkbox"/> |
| V. Worse | <input type="checkbox"/> |

8. Do you agree with MPT's facilities that it has supporting around nation?

I. Strongly agree

II. Agree

III. Neither

IV. Disagree

V. Strongly disagree

Part III

Price

9. What do you suggest about the MPT's SIM Card price?

I. Very expensive

II. Expensive

III. Fair

IV. Cheap

V. Very cheap

10. Do you believe that MPT's internet package is in reasonable price?

- I. Strongly agree
- II. Agree
- III. Neither
- IV. Disagree
- V. Strongly disagree

11. How do you suggest for the MPT's SMS and calling in local and
oversea fee?

- I. Very expensive
- II. Expensive
- III. Fair
- IV. Cheap
- V. Very cheap

Part IV

Place

12. Do you think that MPT focus on its market especially in Yangon?

- I. Strongly agree
- II. Agree
- III. Neither
- IV. Disagree
- V. Strongly disagree

13. Mandalay is the best place for MPT's market area.

- I. Strongly agree
- II. Agree
- III. Neither
- IV. Disagree
- V. Strongly disagree

14. MPT has big market such as in Shan State.

- | | |
|----------------------|--------------------------|
| I. Strongly agree | <input type="checkbox"/> |
| II. Agree | <input type="checkbox"/> |
| III. Neither | <input type="checkbox"/> |
| IV. Disagree | <input type="checkbox"/> |
| V. Strongly disagree | <input type="checkbox"/> |

Part V

Promotion

15. What do you think that MPT's loyalty reward program?

- | | |
|--------------|--------------------------|
| I. Excellent | <input type="checkbox"/> |
| II. Good | <input type="checkbox"/> |
| III. Neither | <input type="checkbox"/> |
| IV. Bad | <input type="checkbox"/> |
| V. Worse | <input type="checkbox"/> |

16. How would you suggest about MPT's on-pack offers, multi-pack and bonuses?

- I. Excellent
- II. Good
- III. Neither
- IV. Bad
- V. Worse

17. How would you suggest about MPT's point of purchase display material?

- I. Excellent
- II. Good
- III. Neither
- IV. Bad
- V. Worse