

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA - SEMESTER– III EXAMINATION – WINTER 2019****Subject Code: 4539241****Date: 03-12-2019****Subject Name: International Marketing Management****Time: 10:30 AM TO 1.30 PM****Total Marks: 70****Instructions:-**

- 1. Attempt all the questions**
- 2. Draw diagrams where necessary and give suitable examples**
- 3. Figures to the right indicate full marks**

Q.1 Explain Following Terms.**14**

1. Ethnocentricity
2. ASEAN
3. Strategic Allianceas
4. Mandatory Product Modification
5. Price Standardization
6. Export Broker
7. Psychographics

Q.2 (A) Explain the developmental stages of international marketing with example.**07****Q.2 (B) Explain the Environmental Scanning & Monitoring Techniques.****07****OR****Q.2 (B) What are the steps involved in the marketing research process? Explain each of them in brief.****07****Q.3 (A) Describe the factors affecting the international market selection.****07****Q.3 (B) How the international Product Life Cycle stages can be differentiated from domestic Product Life Cycle stages?****07****OR****Q.3 (A) Do you consider Dumping as ethical? Explain in detail by giving reasons.****07****Q.3 (B) Explain Sales Promotion and Advertising Strategies in international marketing with example.****07**

Q.4 (A) Describe the documentation required in International Trade. **07**

Q.4 (B) Explain the types of intermediaries with reference to Direct Channel. **07**

OR

Q.4 (A) What are the various media for advertising? Explain in brief. **07**

Q.4 (B) Explain the basis for International Trade in detail. Explain the confiscation, expropriation, nationalization and domestication? **07**

Q.5 Case Study

Whitbread is a large UK hospitality business with major lines of business in coffee shops with Costa Coffee, in hotels with Premier Inn and in restaurants with Beefeater, Table-Table & Brewers Fayre restaurant brands.

With competition hotting up for committed 'casual diners' Whitbread's restaurant brands needed to be able to engage with loyal diners visiting each branch frequently. Without some sort of programme through which to connect directly with these customers, the value from such high spenders was at risk. So if loyalty was the purpose in mind, and regular diners were the targets, then the brief was for some sort of loyalty programme for diners to enrol in. Proposed as a pilot at first to deploy across just 30 Beefeater restaurants, Whitbread could test and establish whether a points based loyalty programme could work for Beefeater.

After a short tender process, we selected a partnering supplier to work with in scoping, specifying and building a pilot programme. The pilot would need to be able to be scaled up and rolled out if proven to be effective, or closed if not. If rolled out it should also be able to be applied across other Whitbread restaurant brands.

Restaurant till systems would register transaction data from all of our restaurants, feeding the data into Whitbread centrally for copying out to our partnering supplier. Through using low cost magstripe membership cards at the till, we could associate any transaction with a member collecting points from it.

Just five months later, the pilot programme launched with carefully planned briefings for staff at the 30 Beefeater pilot restaurant sites. With an initial focus on acquiring members at sites, the role of staff in pitching and promoting the programme would be crucial.

Our systems and data supporting the programme could count and measure every aspect of 'Beefeater Reward Card' customer spend in restaurants. So early reporting and analysis from sites, crunching the data, would be important. Sites with more than 50% of Reward Club members

amongst their diners grew covers by close to +6% year on year; those with a below average proportion of Reward Club members saw a year on year decline.

After a full year of operation of the Beefeater programme with 750,000 cards issued, we could count over 330,000 as 'active' members. Members accounted for 30% of 'checks' (bills), 40% of revenues & close to 50% of all covers (diners). Further analysis proved that the programmes delivered +1.5% in growth year on year over and above growth from any other business activity. For Whitbread's restaurant brands, this growth gave an ROI for the programme of over 8:1, whilst protecting and winning over high spending customers from competitors.

Question: Identify the critical success factors of Whitbread.

14

OR

Q.5

(a) Design the loyalty programme for the customers of Whitbread

07

(b) How Whitbread can achieve better operational excellence?

07

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