



**UNIVERSITY OF COLOMBO, SRI LANKA**  
**Faculty of Management and Finance**

**Bachelor of Business Administration (Level II – Semester VII) Examination – July, 2018**

**MKT 2208 / INB 2211 – International Branding**

**Two (02) Hours**

Answer all Questions.

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- 1) “Global brand leadership is using organizational structures , processes, and cultures to allocate brand -building resources globally”.
- i) Listout the guidelines that can assist the marketing managers to establish the global brand leadership.
- (10 Marks)**
- ii) “Global brands have become a lingua Franca for consumers all over the world”. Explain the strategies **in the** global marketing **which** can be used for global products and brands by using the matrix model.
- (15 Marks)**
- (Total 25 marks)**
- 2)
- i) “Maslow’s needs hierarchy provides a useful framework for understanding how and why local products and brands can be extended beyond home country borders”. Discuss.
- (15 Marks)**

- ii) "Country of origin" become part of a brand's image and contribute to brand equity. Briefly explain the "Country of origin" as a brand element.

**(10 Marks)**

**(Total 25 marks)**

**3)**

- i. Describe Hofstede's Model of "National culture" and discuss how those cultural dimensions affect international branding.

**(12 marks)**

- ii. Define the cultural heritage and explain the brand strategies for different cultural heritages.

**(13 marks)**

**(Total 25 marks)**

**4)**

- i. Explain the multiple roles of branding (brand orientation and brand re-positioning) in the development of the international marketing strategy.

**(15 Marks)**

- ii. List out the advantages of the online branding in the international marketing.

**(10 Marks)**

**(Total 25 marks)**