



UNIVERSITY OF COLOMBO, SRI LANKA

Faculty of Management and Finance

Bachelor of Business Administration (Semester VII) Examination – 2022

MKT 4240 Global Marketing

Two (02) Hours

This is an Open Book Examination. Answer Four (04) Questions Only.

**No marks will be awarded for examples discussed in the class.*

1. i. Briefly explain three (03) socio - cultural dynamics a global marketer must be aware of when doing business in Sri Lanka.

(09 Marks)

ii. Explain, with examples, four (04) factors that favor the globalization of businesses.

(16 Marks)

(Total 25 Marks)

2. Assume you are the Head of Marketing of FlexSports Limited, which is a Sri Lankan sportswear manufacturer. FlexSports is planning to expand its business activities to Bangladesh. The senior management is evaluating different strategic options to enter the Bangladeshi market and expand the business there. As the Head of Marketing, you have been asked to prepare a report addressing the following points,

- Identify economic and political aspects that need to be analyzed in entering a foreign market.
- Propose three (03) potential entry strategies to enter the Bangladeshi market explaining the merits and demerits of those strategies.
- Outline the aspects that should be considered in evaluating the distributor if the company is to rely on a Bangladeshi distributor.

(25 Marks)

3. i. Assuming you are the Marketing Manager of a Sri Lankan company exporting a premium brand of tea to Australia, explain, with justifications, the pricing strategy you would adopt for your company's products.

(09 Marks)

ii. 'Different factors in the business environment influence the pricing decisions made by global marketers'. Explain.

(16 Marks)

(Total 25 Marks)

4. i. Briefly explain four (04) unique characteristics of Sri Lanka as an emerging economy that would be of interest to a global marketer.

(10 Marks)

ii. Analyze the importance of paying attention to 'macro factors' and 'market factors' in analyzing an emerging market with reference to the 'Five Contexts Framework' proposed in the article 'Strategies that fit emerging markets' by Khanna, T., Palepu, K. G., & Sinha, J. (2005) published in the Harvard Business Review.

(15 Marks)

(Total 25 Marks)

5. 'Marketers have to be attentive towards the latest trends in the practice of Global Marketing'

i. Explain the concept of 'Transcreation' with two examples of MNCs operating in Sri Lanka.

(10 Marks)

ii. Explain a few opportunities created by 'Digital Media Usage' for global marketers.

(15 Marks)

(Total 25 Marks)