

UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration (Level II - Semester VII) Examination – June 2017

INB 2201 – Global Marketing

Two (02) Hours

Answer any FOUR (04) Questions

1. "Although the discipline of marketing is universal, marketing strategies will vary from country to country."

i. Briefly explain the reasons as to why marketing strategies will vary from country to country.

(15 marks)

ii. How do *geo-centric* orientation of a company differ from *regio-centric* orientation? Give examples of how companies react under both orientations.

(10 marks)

(Total 25 Marks)

2. i. "Different attitudes towards company's involvement in international marketing process are called international marketing orientations and it explains through EPRG framework. The framework consists of four orientations in the international operations evolution". Discuss these four orientations with examples.

(12 marks)

ii. "To capitalize on opportunities outside the home country, company managers devise and implement different marketing programs".

a) Explain *extension strategy*, *adaptation strategy*, and *creation strategy* with appropriate examples.

(06 marks)

b) Briefly describe the various combinations of product-communication strategies available to global marketers.

(07 marks)

(Total 25 Marks)

3. i. "Although exporting is generally regarded as the dominant mode of entry into a foreign market, still there are some barriers to exporting". Do you agree with this statement? Justify your stand. (12 marks)

ii. "It is acknowledged that Country-Of-Origin (COO) can influence consumers' product purchase and evaluation process".

a) Explain the term 'Country-Of-Origin' (COO) and its effects on in international marketing strategy. (07 marks)

b) Identifying COO is somewhat complex in today's business environment. Discuss. (06 marks)

(Total 25 Marks)

4. "Global logistics and distribution play a critical role in the growth and development of world trades."

i. Explain the term "*global logistics*" and its advantages for firms in conducting global business. (10 marks)

ii. Briefly discuss the global issues associated with physical distribution and transportation logistics. (10 marks)

iii. Describe the term "*intermodal transportation*" with example. (05 marks)

(Total 25 Marks)

05. Briefly explain following.

- i. Incoterms
- ii. Gray marketing
- iii. Dumping
- iv. Countertrade
- v. Infomercial

(Total 5X5 = 25Marks)