

UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration in Marketing Level-II, Semester VII - 2017

MKT 2208/INB 2211 – International Branding

Two (02) Hours

Answer ALL Questions

1.
 - i. “Global brands are those that use the same marketing strategy or mix in all target markets”. Do you agree with this statement? Explain your answer by emphasizing special characteristics of global brands with examples.

(15 marks)
 - ii. “The brand domain is an element of the brand perception.” Describe this statement with brand domain aspects.

(10 marks)

(Total 25 Marks)

2. “Matching cultural heritage with brand heritage is vital for competitive advantage.”
 - i. Defining brand heritage and cultural heritage, identify dimensions of brand heritage and cultural heritage.

(13 marks)
 - ii. Describe four different strategies that Banerjee (2008) has proposed for matching cultural heritage and brand heritage with appropriate examples. .

(12 marks)

(Total 25 Marks)

3. i. Explain why global brands travel with consumers. (10 marks)
- ii. The brand web concept (Leitch and Richardson, 2000) was developed to help organisations to understand and manage the web of brand relationships in which they are enmeshed. Discuss. (15 marks)
- (25 Marks)**
4. i. "Social media is playing an increasingly important role in marketing and branding." Explain advantages of social media for global branding. (12 marks)
- ii. "Developing marketing mix for international brands is subject to cultural influences of host countries." Describe this statement with Hofstede's cultural dimensions. (13 marks)
- (Total 25 Marks)**
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