

# UNIVERSITY OF COLOMBO, SRI LANKA

## FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration in Marketing Level-II, Semester VII - 2016

### INB 2211 - International Branding

Two (02) Hours

Answer ALL Questions

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1. "A global brand is one that has a consistent identity with similar marketing programs across the world."

i. Explain special characteristics of global brands with examples.

(10 marks)

ii. "Global branding requires local adaptation with appropriate marketing, product development and operational strategies." Discuss.

(15 marks)

**(Total 25 Marks)**

2. i. "The adoption of country domains by MNCs will relate positively to the cultural dimensions of their host countries."

Describe online branding strategies and explain factors affecting local versus global domain selection. Which one would consumers trust more?

(13 marks)

ii. Define brand domain and describe dimensions of the brand domain.

(12 marks)

**(Total 25 Marks)**

3. "The utilisation of brand heritage as a noteworthy competitive tool in international markets is influenced by the strength of the brand's own heritage and the strength of the cultural heritage of the target country." Elaborate this statement by defining brand and cultural heritage and brand strategies for different cultural heritages.

(25 Marks)

4. i. "Standardization offered by global brands provides an important symbolic value to mobile consumers." Do you agree with this statement? Justify your answer with an explanation of the reasons why travellers prefer global brands rather than local brands of their destination.

(12 marks)

- ii. "The brand values are subject to cultural influences." Explain this statement with Hofstede's cultural dimensions.

(13 marks)

**(Total 25 Marks)**

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