

UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration (Level II – Semester VII) Examination 2016

MKT 2201 – Global Marketing

Two (02) Hours

Answer any Four (04) Questions

1. i. Different attitudes towards company's involvement with global marketing can be described using EPRG model. The model consists of four orientations - *ethnocentric*, *polycentric*, *regiocentric*, or *geocentric*." Briefly discuss these orientations with examples.

(12 Marks)

- ii. There is a remarkable growth of global integration and global marketing in current global context. Briefly discuss four forces affecting global integration and global marketing.

(13 Marks)

(Total: 25 Marks)

2. 'A Marketing approach that has proven successful in one country will not necessarily succeed in another country.' Do you agree with this statement? Justify your stand with examples.

(Total: 25 Marks)

3. i. Exporting is becoming increasingly important for companies in all parts of the world. However, there are some potential problems in exports. Briefly discuss four problems in exports from an exporters' point of view.

(10 Marks)

- ii. "Some companies use licensing as a strategy to enter into international markets. What is licensing? Discuss the advantages and disadvantages of using licensing as a market entry strategy.

15 Marks)

(Total: 25 Marks)

4. i. A basic issue for companies that sell globally is the composition of the sales force in terms of nationality. Briefly discuss the advantages of using Host-Country nationals for global marketing activities.

(12 Marks)

- ii. Define the term "global logistics" and briefly discuss the factors contributing to increased complexity of global logistics.

(13 Marks)

(Total: 25 Marks)

iii. Write short notes on any four (04) of the following:

- (i) Dual Adaptation
- (ii) Infomercial
- (iii) Incoterms
- (iv) Gray Market Goods
- (v) Dumping
- (vi) Countertrade

(5 X 5Marks)

(Total: 25 Marks)
