

THE OPEN UNIVERSITY OF SRI LANKA
MASTER OF COMMONWEALTH EXECUTIVE BUSINESS/PUBLIC
ADMINISTRATION DEGREE PROGRAMME
MSPA313 / MCP2613– INTERNATIONAL MARKETING
FINAL EXAMINATION - 2020
DURATION – THREE (03) HOURS (ANSWERS SHOULD BE
COMPLETED AND UPLOADED WITHIN THREE (03) HOURS)



Date: 29.08.2021

Time: 09.30a.m. - 12.30p.m.

INSTRUCTIONS

- Use two hours for answering the paper and one hour for uploading.
 - Carefully read the question
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01. “A global vision is needed to develop the most effective marketing strategies to operate in the diverse environments”. Critically evaluate this statement using examples
(30 Marks)
02. Critically analyze the need for “Product Adaptation” in offering a firm’s products in international markets.
(30 marks)
03. Company XYZ has decided to operate internationally. As the manager responsible for international operations you have been asked to advise the senior management of XYZ Co. You are required to explain the steps they have to follow in planning their entry to a foreign market. You have to use your own assumptions as to which product XYZ planning to offer and which market it plans to enter.
(40 marks)

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