

THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF MANAGEMENT STUDIES
COMMONWEALTH EXECUTIVE MASTER OF BUSINESS / PUBLIC
ADMINISTRATION PROGRAMME
LEVEL 10
ACADEMIC YEAR: 2021/ 2022
MCP2613/ MSPA313/ MMPA313 – INTERNATIONAL MARKETING
FINAL EXAMINATION 2022
DURATION – THREE (03) HOURS



DATE: 17TH SEPTEMBER 2022

TIME: 01.30 p.m. – 04.30 p.m.

INSTRUCTIONS:

*Answer Question No ONE(01) and THREE (03) others.
Answers should be clearly written.*

Question No. 01

Apparels Sri Lanka Ltd. is a company which has decided to offer its products in Europe. You are required to explain using a hypothetical scenario how this company should identify the customer group that could be best catered by the company. In developing the hypothetical scenario for this firm, you are required to highlight how the segments are identified. The hypothetical targeting and positioning strategies should also be highlighted in your answer. Finally the suggested marketing mix for the selected product should be presented in your answer.

(40 Marks)

Question No. 02

'Internationalization of firms is a gradual process'. Critically examine this statement.

(20 Marks)

Question No. 03

Critically evaluate the Bhatllet and Ghoshal model for Multi-National Corporations (MNCs) determining international marketing strategies for long run .

(20 Marks)

Question No. 04

You are appointed as the Head of Research at Fruits and Vegetables Ltd. Recently the firm has decided to offer certain products in international markets. Prepare a report to the Senior Management explaining the importance of having a global vision for international operations.

(20 Marks)

Question No. 05

- i) Explain the meaning of “adaptation” in relation to the Marketing Mix for a branded soap. (08 Marks)
- ii) Discuss the importance of ‘adaptation’ in International Marketing’ by using any example . (12 Marks)

-All rights reserved-