



THE OPEN UNIVERSITY OF SRI LANKA
COMMONWEALTH EXECUTIVE MASTER OF BUSINESS
ADMINISTRATION/PUBLIC ADMINISTRATION PROGRAMME
FINAL EXAMINATION 2023
MCP2613/MSPA313/MMPA313- INTERNATIONAL MARKETING
DURATION – THREE (03) HOURS

DATE: 19.08.2023

TIME: 9.30 a.m. – 12.30 p.m.

INSTRUCTIONS:

Answer question number One (01) and Three (03) other questions.

01. 'The form and substance of a company's response to global market opportunities depend greatly on management's assumptions or beliefs—both conscious and unconscious—about the nature of the world.'

Explain in detail how you will encourage management of a hypothetical company to use research in arriving at an evidence based decision to respond to global market opportunities. (40 Marks)

02. 'Internationalization of firms can be identified in different stages.' Comment on this statement. (20 Marks)

03. Critically analyze why psychological satisfaction through a product becomes more challenging in international markets. (20 Marks)

04. "Adaptation determines the degree of newness as perceived by the intended international market". Do you agree with the statement? Discuss. (20 Marks)

05. "Segmentation, targeting, and positioning are core disciplines in marketing strategy, both in a domestic and global environment. Mistakes in these areas are likely to be costly and may result in failure; getting it right is a critical prerequisite for corporate success (Schlegelmilch, 2022)." Critically evaluate this statement with examples. (20 Marks)