



THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES (HONOURS) DEGREE
PROGRAMME
FINAL EXAMINATION- 2023
LEVEL: 06
MCU4206/MSU6406/MMU6406: INTERNATIONAL MARKETING
DURATION – THREE (03) HOURS

DATE: 29.11.2023

TIME: 1.30 a.m. – 4.30 a.m.

Instructions:

ANSWER QUESTION NUMBER ONE (01) AND THREE (03) OTHER QUESTIONS.

QUESTION NO. 01

- Briefly explain three of the stages theories of internationalization and provide a summary of those theoretical explanations. (20 Marks)
 - Discuss with examples how research could help a marketer who is in the 'Experimental international involvement stage' of the internationalization process. (20 Marks)
- (Total 40 Marks)

QUESTION NO. 02

'Adaptations to products may include both physical and psychological adaptations.' Discuss this statement with examples. (20 Marks)

QUESTION NO. 03

- Briefly explain the three stages of the country evaluation process in market entry. (12 Marks)
 - What are the 'country market factors' that affect the selection decision of a foreign market? (08 Marks)
- (Total 20 Marks)

QUESTION NO. 04

- a) Discuss using examples the importance of 'timing' of the entry to a selected market. (05 Marks)
- b) Explain with justification why you would suggest a marketer choose licensing as a mode of entry to a foreign market. (15 Marks)

(Total 20 Marks)

QUESTION NO. 05

Briefly explain the following.

- a) Expropriation
b) Proforma Invoice
c) Transaction Exposure
e) Customs Union

(05 Marks each)

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