



THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAMME
LEVEL 06
ASSIGNMENT TEST-2007
INTERNATIONAL MARKETING -MCU4206

DURATION: TWO (02) HOURS

DATE: 09.12.2007

TIME: 02.00 P.M TO 4.00 P.M

ANSWER ANY FOUR (04) QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS.

1. Explain the difference between Domestic Marketing and International Marketing by using examples in Sri Lankan context.
2. Explain the concept of “Internationalization Process” with the use of any branded tea.
3. How you develop Export Marketing Plan? Explain.
4. What are the problems in International Marketing Research? Explain.
5. “The Country Category Effect” can be considered as important factor in International Marketing. Explain.