

THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAMME
LEVEL 06



FINAL EXAMINATION 2005/06
INTERNATIONAL MARKETING -MCU4206

DURATION: THREE (03) HOURS

DATE: 15.07.2007

TIME: 09.30 A.M TO 12.30 P.M

ANSWER ANY FIVE (05) QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS.

1. As a marketing manager of Dilmah you have been asked by your CEO to write an Export Marketing plan for the company. Discuss the plan with the main elements.
2. Explain how the marketing mix would vary from one country to another for the same product using specific examples of your own.
3. Explain how the internationalization process would impact on the operation of a small business using a specific example.
4. Explain how culture would influence international marketing using specific examples of your own.
5. Discuss how international marketing has grown in Sri Lanka over the last two decades with special reference to the apparel industry.
6. a) Explain the role of WTO and JETRO.
b) How should Sri Lanka benefit from these? Explain.