



**THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAMME
ASSIGNMENT TEST – JANUARY 2009
INTERNATIONAL MARKETING – MCU 4206**

DURATION: TWO (02) HOURS

DATE: 25. 01. 2009

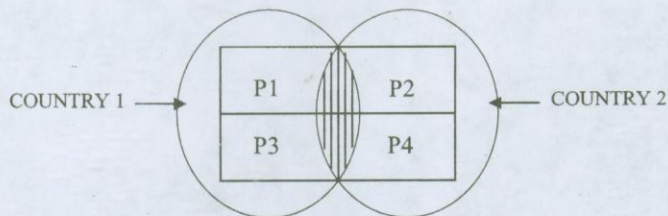
TIME: 2.00 p.m. to 4.00 p.m

ANSWER ANY TWO (02) QUESTIONS

1. What are the differences that one should consider in offering a product/ service in an international market? Explain using an example. (50 marks)

2. Explain the differences among each of the following forms of regional co-operation and how such arrangement could impact the international trading community.
 - i free trade area
 - ii customs union
 - iii common market(50 marks)

3. Explain the following diagram in detail to bring about the concepts you have learnt in class (P1 to P4 represent the marketing mix variables). (50 marks)



**THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAMME
LEVEL 06
ASSIGNMENT TEST- DECEMBER 2009
INTERNATIONAL MARKETING – MCU 4206**



DURATION: TWO (02) HOURS

DATE: 13.12.2009

TIME: 10.00 a.m. TO 12.00 noon

ANSWER ANY TWO (02) QUESTIONS

1. Explain using examples where necessary, how international marketing differs from marketing locally. (50 marks)
2. Discuss using suitable examples the impact of regional co operation for a marketer operating internationally. (50 marks)
3. Write short notes on the following topics.
Multi National Corporation (MNC)
International Financial System.
World Trade Organization (WTO) (50 marks)

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