

**THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES (SPECIAL)
DEGREE PROGRAMME- LEVEL 06
FINAL EXAMINATION-2009
INTERNATIONAL MARKETING-MCU 4206
DURATION –THREE (03) HOURS**



077

Date : 26th July 2009

TIME:9.30A.M. TO 12.30 P.M.

ANSWER FOUR (04) QUESTIONS ONLY.

ALL QUESTIONS CARRY EQUAL MARKS.

01. How has regional co-operation affected the “Sri Lankan exporter”? Explain citing suitable examples. (25 marks)
02. Name any two methods that could be used to make payments in foreign transactions. Explain their features to bring about the risk involvement for the exporter in the use of each such method. (25 marks)
03. Explain how the current political situation in Sri Lanka would affect the decision of an exporter to enter our market? (25 marks)
04. Assume that you have already exported your fruit based products to the European market. You are now considering of geographical expansion of your markets. Explain the decisions you will probably have to get involved in, with this move. (25 marks)
05. Write short notes on the following:
 - a) Country Category Effect
 - b) Market audit
 - c) Internationalization
 - d) Free Trade Area(25 marks)

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