

THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAMME
LEVEL 06
ASSIGNMENT TEST - 2010
MCU 4206 – INTERNATIONAL MARKETING



DATE : 17th October 2010

TIME : 10.00 a.m. to 12.00 noon

INSTRUCTIONS

Answer **any three (03)** questions.
All questions carry equal marks
Answers should be legibly written.

01. Explain in detail why you would choose a Letter of Credit as the method of payment in international transactions.
02. List the main types of credit facilities available for exporters and explain the nature of facilities provided under each such type.
03. Explain the following.
 - (i) Pro – forma invoice
 - (ii) Red Clause L/C
 - (iii) Delivery terms
 - (iv) Port procedures
04. Briefly explain the Certificates that are needed for exports.

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