

**THE OPEN UNIVERSITY OF SRI LANKA  
BACHELOR OF MANAGEMENT STUDIES DEGREE  
PROGRAMME – LEVEL 06  
FINAL EXAMINATION -2010.  
INTERNATIONAL MARKETING – MCU 4206  
DURATION – THREE (03) HOURS**

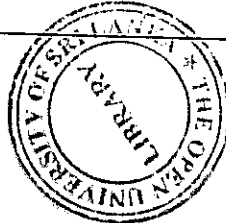


DATE: 09.05.2010.

TIME: 9.30 A.M TO 12.30 P.M

**INSTRUCTIONS**

Answer any four (04) questions  
All questions carry equal marks



01. (i) A firm producing fruit juices for the local market is now offering their products to international markets. Critically evaluate the stimuli that may have encouraged the company's experimental involvement in the process of its internationalization. (Use of creative examples in your analysis could bring more marks.) (20 marks)
- (ii) List the factors Cavusgil and Nevin have identified as those influencing a firm's active international involvement. (05 marks)
02. Explain using examples, a few promotional strategies used by Sri Lankan exporters to reach foreign markets. (25 marks)
03. Discuss using suitable examples the impact of regional co-operation for a marketer operating internationally. (25 marks)
04. (i) What are the problems faced in carrying out international market research? Explain. (10 marks)
- (ii) Why is it important to research international markets? Discuss from the point of view of a Sri Lankan exporter. (15 marks)
05. 05. Assume that you are assigned with the task of preparing an International Marketing plan for a firm planning to export. The first step in designing a marketing plan is to identify 'Background Information' Provide a detailed description of such information you will collect. (25 marks)

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