

**THE OPEN UNIVERSITY OF SRI LANKA
 BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAMME
 LEVEL 6 – ASSIGNMENT TEST
 INTERNATIONAL MARKETING – MCU 4206**



DATE: 22.10.2011

TIME: 2.00p.m to 4.00 p.m

*Each question carries equal marks.
 Answer any two (02) questions.*

01. Briefly explain with examples, the elements to be looked into in the analysis of the socio cultural environment of international markets.

(50 marks)

02. The following diagram explains five global product and promotion strategies.

		PRODUCT		
		Don't change product	Adapt product	Develop new product
PROMOTION	Don't change promotion	1. Straight extension	3. Product adaptation	5. Product invention
	Adapt promotion	2. Communication adaptation	4. Dual adaptation	

Explain any three of the above strategies using hypothetical examples.

(50 marks)

03. Briefly describe the risks associated with exchange rate fluctuations and the mechanisms that could be used to manage them.

(50 marks)