

THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAMME
LEVEL 06



ASSIGNMENT TEST – 2013

INTERNATIONAL MARKETING- MCU 4206

Date: 29.12.2013

Time: 10.00 a.m. to 12.00 noon

INSTRUCTIONS:

Answer all questions.

Logical and clear presentation of answers is essential.

Question 1

- a) What are the socio cultural and political differences faced by an organization in moving from the domestic environment to a foreign environment? Discuss in relation to a hypothetical manufacturing organization in the apparel industry. (25 marks)
- b) Give a report as to how you would advise such an organization to overcome the risks associated with such differences in carrying out overseas operations. (25 marks)

Question 2

- c) Discuss in detail how you will distinguish a MNC from an ordinary organization. (10 marks)
- a) Explain how a MNC will affect the operations of a local company in the host country. (20 marks)
- b) Explain in detail what are the implications of the political environment of the host country for managers of the MNCs. (20 marks)

-Copyrights reserved-