

**THE OPEN UNIVERSITY OF SRI LANKA**  
**BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAMME**  
**FINAL EXAMINATION 2013**  
**LEVEL 06 - INTERNATIONAL MARKETING - MCU4206**  
**DURATION: 03 HOURS**



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**DATE: 27.07.2013**

**TIME: 9.30am – 12.30pm**

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**INSTRUCTIONS**

Answer question number one (01) and three others.

01. a) Briefly explain the steps involved in a market audit. (10 marks)  
b) Imagine you are the person responsible for carrying out a market audit in your organization to reach international markets. Prepare a report to the Board of Directors, explaining the outcomes of the exercise. (You could even consider of a hypothetical organization) (30 marks)
02. a) What is the immediate impact of the change of exchange rate , on an exporter? (05 marks)  
b) Describe using your knowledge of methods of payment, how can the choice of method of payment be used to minimize the risk of change of rate of exchange. (15 marks)
03. a) Briefly explain what regional corporation is, and why it is necessary in international operations. (10 marks)  
b) Distinguish Free Trade Areas (FTA), customs unions and common markets from one another. (10 marks)
04. a) Briefly explain why it is necessary to develop a marketing plan. (10 marks)  
b) Explain with examples, the importance of adapting the marketing mix to target markets. (10 marks)
05. Write short notes on the following.  
a) Letter of Credit.  
b) World Trade Organization.  
c) Pro forma Invoice.  
d) Delivery terms. (20 marks)

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