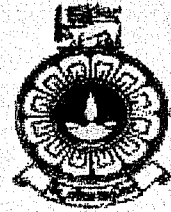


THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAMME
LEVEL 06
ASSIGNMENT TEST- 2015
INTERNATIONAL MARKETING MCU4206
DURATION TWO HOURS



Date : 20.12.2015

Time: 10.00 a.m to 12.00 noon

Instructions:

Answer any three questions.
Answers should be written in English.
All questions carry equal marks.

01. Explain the different types of regional cooperation known to you and the advantages that an exporter can gain from such arrangements.

02. An entrepreneur offering his products to the Sri Lankan market has decided to enter a foreign market. Explain in detail the differences he may have to face in his operations in the international market and suggest remedial actions in that regard.

03. Explain in detail the socio cultural factors that make a home country market different from the host country, in international marketing.

04. Describe what a Multi National Corporation is and what impact such organizations can have on other firms.

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