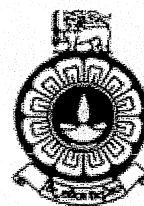


THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES DEGREE
PROGRAMME –LEVEL 06
INTERNATIONAL MARKETING –MCU4206
FINAL EXAMINATION 2015
DURATION: THREE (03) HOURS



DATE: 27.07.2015

TIME: 1.30p.m to 4.30p.m

Instructions

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

Answers should be clear and legible.

01. a) Describe the factors considered in understanding a country's political environment .
(08 Marks)
- b) Explain how an Australian exporter considering of sending processed meat to Sri Lanka will describe the political environment of Sri Lanka.
(17 marks)
(Total 25 marks)
02. a) List five of certificates issued when exporting products from Sri Lanka and the different situations under which they are required.
(12 Marks)
- b) What documents are produced to the Customs export office by a Sri Lankan exporter along with CusDec forms I and II?
(05 Marks)
- c) Briefly explain the 'Proforma Invoice' highlighting its importance in international marketing.
(08Marks)
(Total 25 marks)
03. a) Explain how a Multi National Corporation (MNC) differs from a normal organization engaged in international marketing activities.
(10 Marks)
- b) Analyze using examples where necessary, how the Sri Lankan economy has been affected by Multi National Corporations (MNC).
(15 Marks)
(Total 25 marks)

04. a) Explain in detail why firms internationalize their operations. (10 Marks)
- b) Name two methods available for a marketer to enter an international market. Explain and justify the suitability of the said two methods in entering the foreign market. (15 Marks)
- (Total 25 marks)
05. a) Describe two of the trade agreements Sri Lanka has entered into with other countries. (10 Marks)
- b) Explain how the Sri Lankan economy has benefitted from trade agreements. (15 Marks)
- (Total 25 marks)

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