



**THE OPEN UNIVERSITY OF SRI LANKA**  
**BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAMME – LEVEL 05**  
**ASSIGNMENT TEST – 2014/2015**  
**INTERNATIONAL MARKETING – MCU 4206**  
**DURATION – TWO (02) HOURS**

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DATE: 22.02.2015

TIME: 10.00 AM - 12.00 NOON

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**INSTRUCTIONS**

Answer ANY THREE (03) questions.  
All questions carry equal marks.  
Please write legibly.

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01. Explain whether the marketing managers decide the marketing mix for their international customers in the same manner they do for their local customers. Discuss how the environmental factors affect this decision.
02. Explain the common features that can be identified with Multi National Corporations (MNC) and how such organizations affect world trade.
03. Discuss the risks that can arise from the losses resulting from exchange rate fluctuations and how firms hedge against these exchange rate fluctuations.
04. Explain in detail four types of arrangements for regional economic integration.

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