

THE OPEN UNIVERSITY OF SRI LANKA

BACHELOR OF MANAGEMENT STUDIES (HONOURS) DEGREE PROGRAMME

LEVEL 06

ASSIGNMENT TEST – 2018

INTERNATIONAL MARKETING-MCU4206

DURATION: TWO (02) HOURS



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DATE: 28.01.2018

TIME:

10.00 a.m to 12.00 noon

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**INSTRUCTIONS**

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

CITING EXAMPLES IS IMPORTANT

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1. “When analyzing a product for a second market, the extent of adaptation required depends on cultural differences in product use and perception between the market the product was originally developed for and the new market.” Do you agree with this statement? Explain.
2. The organization you are working for is planning to move its operations to overseas markets. Your Managing Director said that the only difference between domestic marketing and international marketing is that in the latter case, marketing activities take place in more than one country. What would be your response to his understanding of international marketing ?
3. “Even though marketing principles and concepts are universally applicable, the environment within which the marketer must implement marketing plans can change dramatically from country to country or region to region. The difficulties created by different environments are the international marketer’s primary concern.” Discuss in detail the difficulties created by different environments to an international marketer.

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