

THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES DEGREE PROGRAMME
FINAL EXAMINATION – 2017
INTERNATIONAL MARKETING – MCU4206
DURATION THREE (03) HOURS



DATE: 23rd JULY 2017

TIME: 1.30 P.M to 4.30 P.M

INSTRUCTIONS

Answer **any four** (04) questions.

All questions carry equal marks.

01. Discuss how licensing, direct exporting and joint venture differ from each other in terms of the cost, risk and the degree of control involved in them, as methods of entry to a foreign market. (25 Marks)
02. Write a short essay on the importance of macro environment for the organizations operating in the Asian region. (25 Marks)
03. Critically analyze the impact of Multi National Cooperations (MNC) on the small exporters. (25 Marks)
04. Discuss how the 'stages theories' have analyzed the internationalization process of exporters. (25 Marks)
05. Use a hypothetical example and explain how an export audit is carried out in business. (25 Marks)

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