

THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES (HONOURS)
DEGREE PROGRAMME
FINAL EXAMINATION 2018
LEVEL 06
MSU 6406/MCU4206- INTERNATIONAL MARKETING



DATE: 14.10.2018

TIME: FROM 9.30 A.M TO 12.30 P.M

ANSWER QUESTION NUMBER ONE AND THREE OTHERS.

QUESTION NO. 1

Read the following case and answer the questions given at the end.

Google in China

In September 2000, Google began operating a search engine in Chinese by offering 24 million web pages in Chinese language. By 2002, Google had gained lot of popularity in China owing to its simplicity and ability to carry out searches effectively. During that time, the Chinese government was blocking several websites through IP filters intermittently. The blocking increased during times of heightened security like the anniversary of Tiananmen Square events, the national party congress, etc. But users of Google could circumvent the government censorship through cached pages.

Google Loses Market Share

By early 2004, users in China had thought that Google was unreliable and started using alternative search engines. Elliot Schrage, Vice-president, Global Communications and Public Affairs of Google said that Google was seven times slower than its rival Baidu and Google itself was not happy with the way its services were being operated in the country.

The Launch of Google.cn

Google wanted to have a major presence in China. The market was lucrative because of its size. China had the second largest number of Internet users after the US. Google felt that only a local

presence could help it to provide better and more reliable services to customers. To operate in China, Google needed an Internet Content Provider license, which required it to filter its content.

The Road Ahead

Analysts opined that with Internet users would have a better experience after the launch of Google.cn, and Google may once again emerge as the most preferred search engine in the country. According to findings reported by Keynote Systems in January 2006, Google was in a strong position to challenge Baidu in the Chinese search engine market. The study concluded that Chinese users, once they started using Google, preferred it to any other search engine.

Source: www.icmrindia.org

- a. Analyze the factors in the macro environment faced by Google. (10 Marks)
 - b. Explain the possible risks that Google might have faced with the changes in regulations. (15 Marks)
 - c. Identify and explain the strategies available for a marketer to face the risks that are present in the political environment. (15 Marks)
- (Total 40 Marks)

QUESTION NO.2

Fruits and Vegetables Ltd., operating its activities in Sri Lanka is considering entry to a foreign market to expand its business operations. Explain in detail the factors that need to be considered in implementing this decision. (20 Marks)

QUESTION NO. 3

- a. Explain why you would argue the country category effect to play an important role in international marketing. (10 Marks)
 - b. Suggest how you would design the marketing mix strategy to take a marketing advantage of the country category effect. (10 Marks)
- (Total 20 Marks)

QUESTION NO.4

Discuss the risks that an exporter faces due to the exchange rate fluctuations that take place in international operations. (20 Marks)

QUESTION NO.5

Write short notes on the following:

- a. Fumigation Certificate
- b. Documents Against Payment (D/P terms) sight Bill
- c. Incremental internationalization
- d. Multi National Corporations (MNCs)

(Total 20 Marks)

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