

THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES(SPECIAL) DEGREE
PROGRAMME -LEVEL 06
FINAL EXAMINATION -2008
INTERNATIONAL MARKETING -MCU4206



DURATION: THREE (03) HOURS

DATE: 28.07.2008

TIME: 09.30 A.M TO 12.30 P.M

ANSWER ANY FIVE (05) QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS.

1. As an international marketing manager of Damro you have been asked by your CEO to write an Export Marketing plan for the company to export to Pakistan. Discuss the plan with main elements.
2. Explain five (5) differences between Domestic Marketing and International Marketing by using examples in Sri Lankan context.
3. A) What is the internationalization process? Explain
B) Why is it important to the exporter? Explain.
4. Explain how consumer behaviour would influence international marketing using specific examples of your own.
5. Discuss the trends and issues in international marketing in Sri Lanka over the last three decades.
6. a) What is GSP+?
b) Explain the importance of GSP+ by using examples in Sri Lankan context.