THE OPEN UNIVERSITY OF SRI LANKA

COMMONWEALTH MASTER OF BUSINESS/PUBLIC ADMINISTRATION PROGRAMME

FINAL EXAMINATION – 2024

MMPA313- INTERNATIONAL MARKETING

DURATION: THREE (03) HOURS

DATE: 25th AUGUST 2024 **TIME: 9.30 am. – 12.30 pm.**

Instructions:

- Answer any four (04) questions.
- All questions carry equal marks.

Question 01

Discuss using examples where necessary, how the execution of marketing mix strategies across different country markets is influenced by standardization and adaptation approaches in international marketing. (25 Marks)

Question 02

Explain how the differences encountered by marketers in international marketing. can affect the success of their marketing strategies across different countries. Use examples where necessary. (25 Marks)

Question 03

Analyze using examples, how cultural differences impact the development and execution of marketing strategies in global markets? (25 Marks)

Question 04

Discuss how the rise of digital technologies has transformed the strategies and operations of companies in the global marketplace? (25 Marks)

Question 05

Evaluate the various modes of available for firms to enter foreign markets, analyzing the advantages and disadvantages of each mode in terms of risk, control, and capital expenditure.

(25 Marks)

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