THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF MANAGEMENT STUDIES
BMSHONS IN MARKETING MANAGEMENT
MMU6406-INTERNATIONAL MARKETING
CONTINUOUS ASSESSMENT TEST – 2024/2025
DURATION – TWO (02) HOURS

DATE: 06th Sep 2025 *Total Marks:100* *TIME: 9.30 A.M. – 11.30 A.M*

- Answer any four (4) questions of your choice.
- All questions carry equal marks.
- Each question should start on a new page.

Q01: A Sri Lankan beverage company plans to offer glass-bottled King Coconut water to international markets. The CEO has asked the Marketing Manager to evaluate the feasibility of entering a foreign market. **Analyze the key factors that the Marketing Manager should consider before market entry.** Support your answer with relevant examples. **(25 Marks)**

Q02: Discuss the **differences between standardization and adaptation strategies** in international marketing. Provide suitable examples to support your explanation. **(25 Marks)**

Q03: **Explain how brand image influences acceptance of a product in international markets.** Support your answer with relevant examples. **(25 Marks)**

Q04: Critically analyze how variations in **cultural values, beliefs, language, and consumer behavior influence both the development and execution of marketing strategies in international markets.** Illustrate your answer with relevant examples. **(25 Marks)**

Q05: Choco Mart is planning to introduce a new product in an international market. The Marketing Manager has asked the research unit to conduct a study before the launch. **Discuss the importance of conducting market research before entering an international market** and support your answer with suitable examples. **(25 Marks)**

(Total 100 Marks)

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