

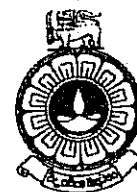
**THE OPEN UNIVERSITY OF SRI LANKA
BACHELOR OF MANAGEMENT STUDIES (SPECIAL) DEGREE
PROGRAMME**

LEVEL 6 –

FINAL EXAMINATION 2005/06

INTERNATIONAL MARKETING -MCU 4206

DURATION THREE (03) HOURS



DATE: 01.07.2006

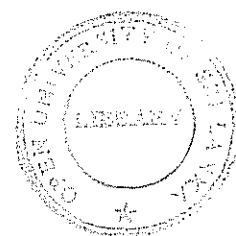
TIME: 9.30 A.M. TO 12.30 P.M.

Answer any Four (04) questions.

All questions Carry Equal Marks.

01. As a marketing manager of an apparel company, you have been asked by your CEO to write an Export Marketing Plan for the Company. What are the main elements you will include in the plan? Explain each.
02. How is international marketing different from domestic marketing? Explain.
03. What is internationalization? What are the benefits of internationalization? Explain.
04. "People in each nation have a distinctive pattern of behavior or personality" do you agree with this statement? Explain.
05. Write Short notes on the following topics.

- I. WTO
- II. The International Monetary Fund
- III. The role of Multi National Corporations(MNCs)
- IV. GATT
- V. JETRO



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