



UNIVERSITY OF RUHUNA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration Degree Programme 3000 Level

Semester II End Examination (April 2021)

Academic Year 2019/2020

MKT 32523 – International Marketing

Duration: Three hours

The question paper contains five (05) questions.

Answer all questions.

01. Distinguish between the Economic approach for internationalization and Behavioral approach for internationalization. Explain your answer with examples.

(10 Marks)

02. Discuss five motives behind internationalization of Small and Medium Scale Enterprises. Use examples to validate your answer.

(10 Marks)

03. “Instead of marketing a product/good abroad, a company may also sell rights or services in a foreign market”. Critically evaluate the above statement using examples.

(10 Marks)

Comment [A1]: good/ product is everything - even services, rights etc. /u wanted to see whether students are aware of the product concept? Pls think

04. Discuss the “Institution-based” considerations/factors which influence the market entry decision by a foreign firm, using Sri Lanka as the target country.

(10 Marks)

05. Explain following concepts. Use examples where nesarary.

I. Ownership, Locational, Internalization (OLI) Theory/Paradigm. (06 Marks)

II. International Product Strategies. (06 Marks)

III. Factors influencing Product Standadization. (06 Marks)

III. Factors influencing International Communications Mix. (06 Marks)

IV. Global Retailing Strategies. (06 Marks)

(Total Marks 30)
