



Uva Wellassa University

Faculty of Management

Bachelor of Business Management in Entrepreneurship and Management

Year 4 Semester I Examination – December/January 2009/2010

EMG 481-2 International Marketing

Index No.

Time : Twenty (20) minutes

Total marks : 15

Answer all questions

Underline the correct answer from the choices given below for each question. Each question carries only one correct answer.

_____ List the major five steps to enter in to a foreign market.

(15 marks)

(Total 50 marks)

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1

International Marketing
4th Year 1st Semester - 2009/2010

Part C - Essay questions

Answer all questions
Total Marks 50

1. "Culture is one of the main aspects in International Marketing. Sometimes it can be considered as a barrier for a marketer." Discuss the statement by using examples.
(20 marks)
 2. Briefly explain the two major strategies, Adaptation and Standardization in International Marketing.
(15 marks)
 3. Briefly explain the major five steps to enter in to a foreign market.
(15 marks)
- (Total 50 marks)
