



Uva Wellassa University
Faculty of Management

Degree of Bachelor of Business Management in Entrepreneurship and Management
FOURTH YEAR FIRST SEMESTER EXAMINATION - FEBRUARY/MARCH 2012
EMG 451-3 International Entrepreneurship and Marketing



Part C- Essay Questions

Answer only three (03) questions including question number 01.
Marks allocation: 50 Marks

1. The international product life cycle (IPLC) theory, developed and verified by economists to explain trade in a context of comparative advantage, describes the diffusion process of an innovation across national boundaries.

You are required to:

- i. Briefly explain the six factors which determine the product diffusion. (06 marks)
- ii. Briefly explain the stages and their characteristics of the international product life cycle (IPLC). (08 marks)
- iii. Explain how an entrepreneurial firm can use the implications of IPLC in determining marketing mix strategies. (12 marks)

2. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers. As a result of that a unique name and image for a product in the consumers' mind would be created.

You are required to:

- i. List up the four levels of branding considered in international business. (02 marks)
- ii. Briefly explain the reasons for using a local brand by an entrepreneur. (04 marks)
- iii. Briefly explain the benefits that an entrepreneur can get by using a worldwide brand. (06 marks)



3.

- i. Briefly explain the four (04) main international business strategies adapted by an entrepreneur. (06 marks)
- ii. Explain the available market entry methods related to trade in goods and services and trade in knowledge and expertise. (06 marks)

4.

- i. Briefly explain the elements of product component model for product adaptation. (04½ marks)
- ii. Explain the factors to be considered in product adaptation and product standardization. (07 ½ marks)