



SLIATE

SRI LANKA INSTITUTE OF ADVANCED TECHNOLOGICAL EDUCATION

(Established in the Ministry of Higher Education, vide in Act No. 29 of 1995)

Higher National Diploma in Management

Third Year, Second Semester Examination – 2016

MAN 3238- Evaluating and Managing International Marketing Programs

Instructions for Candidates:

Answer any 5 (five) questions only

Each question carries equal marks

No. of questions : 06

No. of pages : 02

Time: **Three (03) hours**

Question No 01

- (i) What is the definition of global marketing? (04 Marks)
- (ii) What are the reasons for companies moving to internal market? (06 Marks)
- (iii) In the light of rapid global market changes, discuss the changing nature of the global competition and the ways in which present new challenges for organizations which operate globally. (10 Marks)

[Total 20 Marks]

Question No 02

- (i) What is self- reference criterion? (04 Marks)
- (ii) Distinguish between high context and low context culture (08 Marks)
- (iii) Culture is one of the most important global environmental factors. How can global marketers capture and account for the nuances of culture in planning their marketing operations? (08 Marks)

[Total 20 Marks]

Question No 03

- (i) Describe briefly the International Product Strategies. (06 Marks)
- (ii) Describe the role of market research plays and in identifying and describing global marketing opportunities. (06 Marks)
- (iii) Macro segmentation refers to country level segmentation and micro segmentation refers to consumer level segmentation. Explain the bases of global market segmentation. (10 Marks)

[Total 20 marks]

Question No 04

- (i) Name the key participants of exporting activities. (04 Marks)
- (ii) What is global sourcing? What is there to be gained for organization from such practice? (07 Marks)
- (iii) Discuss the advantages and disadvantages of franchising as a market entry strategy. (09 Marks)

[Total 20 Marks]

Question No 05

- (i) What is brand? Why brand positioning is important in global marketing? (05 Marks)
- (ii) The pricing decision is one of the most difficult to make. What are the factors affecting the global pricing decision? (05 Marks)
- (iii) Discuss the factors affect global supply chain decision. (10 Marks)

[Total 20 Marks]

Question No 06

Write short notes on the followings:

1. Exporting and Importing
2. Joint venture and Strategic Alliances
3. Public relations and Direct Marketing
4. Penetration pricing and skimming pricing

[Total 4 x 5 Marks = 20 Marks]