

Eastern University, Sri Lanka

Faculty of Commerce and Management

Final Year First Semester Examination in BBA

(Specialization in Marketing Management) 2009/2010

(December, 2010) (Proper)

MKT 4143 – International Marketing

Answer all Questions

Time: Three Hours

Q1. Case Study

In the current post war environment in Sri Lanka, the **tourism industry** can be developed to make a significant impact on national economy. Information and Communication Technologies could be used very effectively for the development of the country.

One of the strategic drives in tourism industry is empowering tourists towards more active participation on maintaining their relationship and strengthening the management functions of the tourism sector. "The Global Traveler Bulletin" states that in developing countries some of the common e-facilities such as e-Tourism and Teletourism are remarkably absent. Therefore, access to highly specialized services such as **e-Ticketing, Customer self-service, Bar-coded boarding passes, RFID for luggage handling and Ticketing linked with Hotel booking, car rentals, tours in the country** to name few would involve the tourists, travelling great 'distance', incurring heavy expenditure in perceiving such services. Especially, the follow up of post-served and satisfying tourists after perceiving service in a typical first class hotel face greater difficulties.

Sri Lanka has three main levels of attractive tourist hotels: primary level in the rural sector, secondary level in the peripheral or urban sector and tertiary level large three and more or five star hotels in the cities. There are 16 five star hotels, 37 secondary level hotels and over 325 holiday resorts. It is also stated that many of the tourist guiders are concentrated in the Colombo district. However, Sri Lanka is fortunate in that the penetration of fixed line and mobile technology even to rural areas is increasing at a rapid pace. According to the Telecom Regulatory Commission (TRC) statistics, the numbers of cellular mobile subscribers are placed as over 10 Million and the total tele-density (fixed and cellular) is nearly 70% in Sri Lanka. Sri Lanka is fortunate to have almost 100% fixed line connectivity to all types of hotels in the urban and rural areas of the country.

The rapidly growing population of tourists and the rising foreign exchange earnings demand newer tourist-care initiatives such as e-Tourism and Teletourism. However, the challenge in the introduction of e-Tourism services to real life practice in a different socio-demographic and economic groups, visiting Sri Lanka. Internet based solutions could be adopted in the Sri Lankan context as the technology infrastructure is available in all first class tourist hotels and holiday resorts. Though Internet penetration in Sri Lanka is low, accessibility is increasing due to cyber cafés, Nanasalas and many such resource centres being available island-wide.

Developing a successful e-Tourism strategy for a developing country requires the involvement and contribution of several key players such as citizens, tourists, tourism-related employees, Academia, tourism-related businesses, governments, international donor agencies, private and government ICT and Telecom service providers, etc who can play a major role in assisting the infrastructure needed for an eTourism system.

a) Why are developing countries not encouraged to adopt e-facilities to develop tourism service?

(06 Marks)

b) Describe a scenario where the e-Marketing strategies and applications could be used to improve tourism in Sri Lanka, highlighting the advantages of each of the applications.

(12 Marks)

c) How important is it for a tourist hotel located in up-country to use e-Marketing and promotion schemes during off season?

(10 Marks)

(Total 28 Marks)

Q2.

a) What are the different modes of entry to overseas markets? Which mode should be preferred and why?

(06 Marks)

a) Assume that you are the marketing executive of the EXZ Company, LTD. Your company has decided to enter into international markets without any investment abroad. Discuss suitable modes of entry in this regard and also, explain their merits and limitations.

(12 Marks)

(Total 18 Marks)

Q3.

- a) "International marketing research is full of complexities". Comment. (08 Marks)
- b) Explain the key activities associated with **each** stage of the international marketing research process.

(10 Marks)

(Total 18 Marks)

Q4.

- a) "In an environment, that is getting increasingly competitive, channel partners are greatly influencing consumer buying decisions." Do you agree with the statement? Present your answer with suitable examples.

(08 Marks)

- b) Do you think that Sri Lankan companies have adequately responded to changes in domestic and external environments and have carried out the necessary modifications in their international marketing strategies? Examine in detail.

(10 Marks)

(Total 18 Marks)

Q5. Write notes on the following.

- i. Export-Marketing Plan,
- ii. Currency Exchange Rate and International Marketing, and
- iii. Consumer Behaviour and International Marketing

(3 × 6 Marks = 18 Marks)

(Total 100 Marks)