

MS-64

Management Programme

**ASSIGNMENT
(January to December)
2021**

MS – 64: International Marketing



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI – 110 068**

ASSIGNMENT

Course Code	:	MS - 64
Course Title	:	International Marketing
Assignment Code	:	MS-64 /TMA/SEM - I/2021
Coverage	:	All Blocks

Note: Attempt all the questions and submit to the coordinator of your study centre on or before 31st October, 2021.

1. An organization presently operating in domestic market only wants to go international. Advise the organization regarding various options available to reach foreign markets.
2. Explain the various product – communication strategies available to an international marketer, giving suitable examples.
3. “Conducting marketing research across different parts of the globe poses different issues and challenges”. Do you agree with the statement? Discuss with the help of suitable examples.
4. Explain the contents and significance of the following documents:
 - (a) Bill of lading
 - (b) Letter of credit
5. Why is an understanding of different cultures important to an international marketer? Discuss with the help of suitable examples.
6. What do you understand by the term ‘political risk’? Discuss the strategies for management of political risk at the pre-investment stage.