

MS - 64

**Management Programme(MP)/ Post Graduate Diploma in Marketing
Management (PGDMM)**

**ASSIGNMENT
For
January 2024 and July 2024 Sessions**

MS - 64: International Marketing

**(Last date of submission for January 2024 session is 30th April, 2024
and for July 2024 sessions is 31st October, 2024)**



**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/JAN/2024
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. Last date of submission for January 2024 session is 30th April, 2024 and for July 2024 session is 31st October, 2024.

1. Suggest export promotion organizations that may be approached by an engineering goods manufacturer in India for exploring international marketing opportunities. Summarize their major activities to facilitate exports.
2. Briefly explain the elements that make up culture. Why is an understanding of different cultures important to an international marketing manager? Elaborate giving examples.
3. Explain the different forms of 'regional economic groupings' giving suitable examples.
4. Briefly explain the components of international advertising strategy. What are the advantages and disadvantages of standardization of international advertising programme?
5. Write short notes on following.
 - a) International distribution channels.
 - b) Scope of international marketing research.
 - c) Decision areas for strategic planning in the international marketing context.